

[Next](#)[Previous](#)[View All](#)

GODREJ & BOYCE LAUNCHES BAMBUSA BAMBOO FRAME BICYCLES



May 03

By: Motown India Bureau 2017



Are steel and aluminium no more in vogue? Maybe yes, if you are aware of the fact that Godrej & Boyce, the holding company of the Godrej Group, has launched Bambusa, its premium range of bicycles built from bamboo. These bicycles can be exclusively bought via the crowdfunding platform www.Fueladream.com.

The frames of the Bambusa bicycles are entirely bamboo, giving them a durability and lightness unmatched even by conventional steel and aluminum-frame cycles, says a company release. Moreover, they are more sustainable to make as bamboo is a fast-growing grass and therefore very sustainable. Their manufacturing process is not reliant on electricity from coal-burning power plants, and the economic benefits of their manufacture are spread along every step of the process, from sourcing-to-sale. Godrej Bambusa Bicycles are currently available in white and brown saddle options.

Vijay Crishna, Executive Director, Godrej Lawkim, A Godrej Group company specialising in electric motors for home appliances, commercial and industrial applications said that "bamboo has a greater tensile strength (or resistance to be pulled apart) than steel, while its attribute of being 4 times as absorbent as carbon fibre gives a smoother ride even on bad roads. Bamboo's strength is its ability to bend – that's its miracle! We selected a special bamboo species called 'Pseudo-Oxytenanthera Stocksii' which grows near our factory site and is particularly well-suited for building bamboo-frame bikes. No two bamboo stalks grow the same way, so each special, organically aesthetic frame is unique to your bike... Having travelled 4400kms across the length of India during the monsoons, the bike has proved its strength and sturdiness on the road under the toughest conditions!"

FOLLOW US ON



Tags

- [Bamboo cycle](#)
- [Godrej Group](#)
- [Godrej & Boyce](#)
- [Bambusa bicycles](#)

[Next](#) [Previous](#) [View All](#)

COMMENTS (0)

No Comment Available for this Post. Be the first one to comment on this Post.

LEAVE A COMMENT

RELATED POSTS



Pinnacle Specialty Vehicles launches Magnifica

🕒 Dec 07 2017

★★★★★



India Bike Week 2017 - The Face of Indian Biking- ...

Dec 01
2017

★★★★☆



BMW Motorrad, Triumph new launches at India Bike ...

Nov 25
2017

★★★★★



2017 edition of Rider Mania witnesses races, launc...

Nov 24
2017

★★★★☆



Mika Hakkinen, Johnnie Walker on an India road saf...

Nov 07
2017

★★★★☆



Ranveer Singh plays offbeat mechanic in HP Lubrica...

Nov 06
2017

★★★★☆



Off Road action in a Porsche Cayenne

🕒 Oct 28
2017

★★★★☆



Modern fashion meets superbikes

🕒 Oct 14
2017

★☆☆☆☆



Lamborghini goes nostalgic with its first SUV, the...

🕒 Oct 11
2017

★★★★☆

