



Next Gen Publishing Ltd.

- Incorporated in October 2004.
- Actual Operations started on January 12, 2005.
- Established with a view to offer the finest publication in the field of special interest publications.
- Backed by
 - Shapoorji Pallonji Group – One of India's leading builders.
 - HDFC Ltd. (India's leading Financial Institution)
- Launched the first magazine Smart Photography in March '05.
- Bike India & Car India magazine's launched in August '05.
- Currently 9 magazines exist in NGPL's portfolio.



Next Gen Automotive



Car India & Bike India
Awards



Panel Discussion



CV
Awards

Highly appreciated by the automotive industry and consumers alike

BiKE
INDIA



Editorial philosophy

- Bike India is written for people with a passion for bikes, it's culture and heritage.
- To deliver the definitive verdict on machinery, performance, accessories & kits.
- International experts to expound their biking views and philosophy.
- In-depth analysis done on the newest bikes by stripping them threadbare & understanding what makes them tick.
- Educates and informs the readers in a bid to make motorcycling a responsible and enjoy able form of personal mobility.





IGNITION: Latest news from India and the rest of the world.



FIRST RIDE: First hand reviews



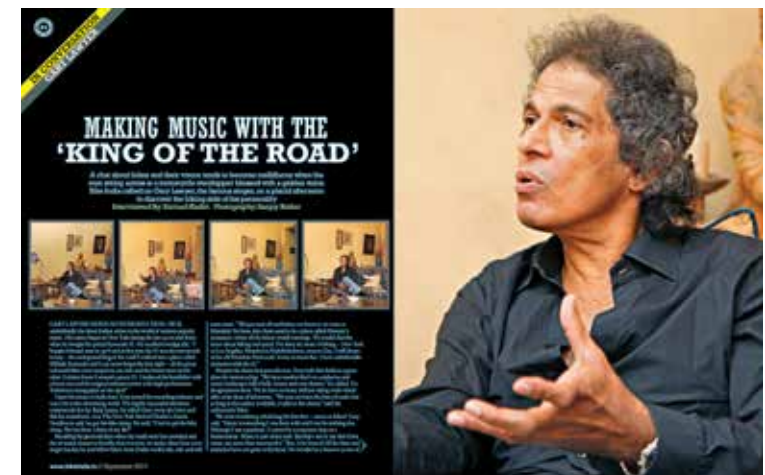
TECHNICAL: Answers for the enthusiastic reader



INTERNATIONAL COLUMNS : Worldwide expertise



TECHNO BIBLE: Easy, hands on, do it yourself tips



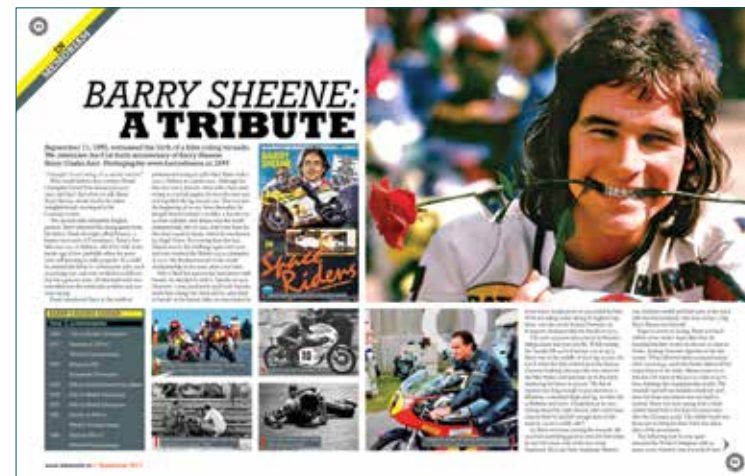
INTERVIEWS: Views of eminent personalities



SHOOTOUTS: Separating best from the rest



TRAVELOUGE: Ride stories from the back of beyond



TRIBUTES: Icons of yesteryear who re-wrote history



SHOOTOUTS: Separating best from the rest



SPORTS: Latest happening in the Indian motorsport arena



YOUR RIDE: Showcasing excursions of our enthusiastic readers



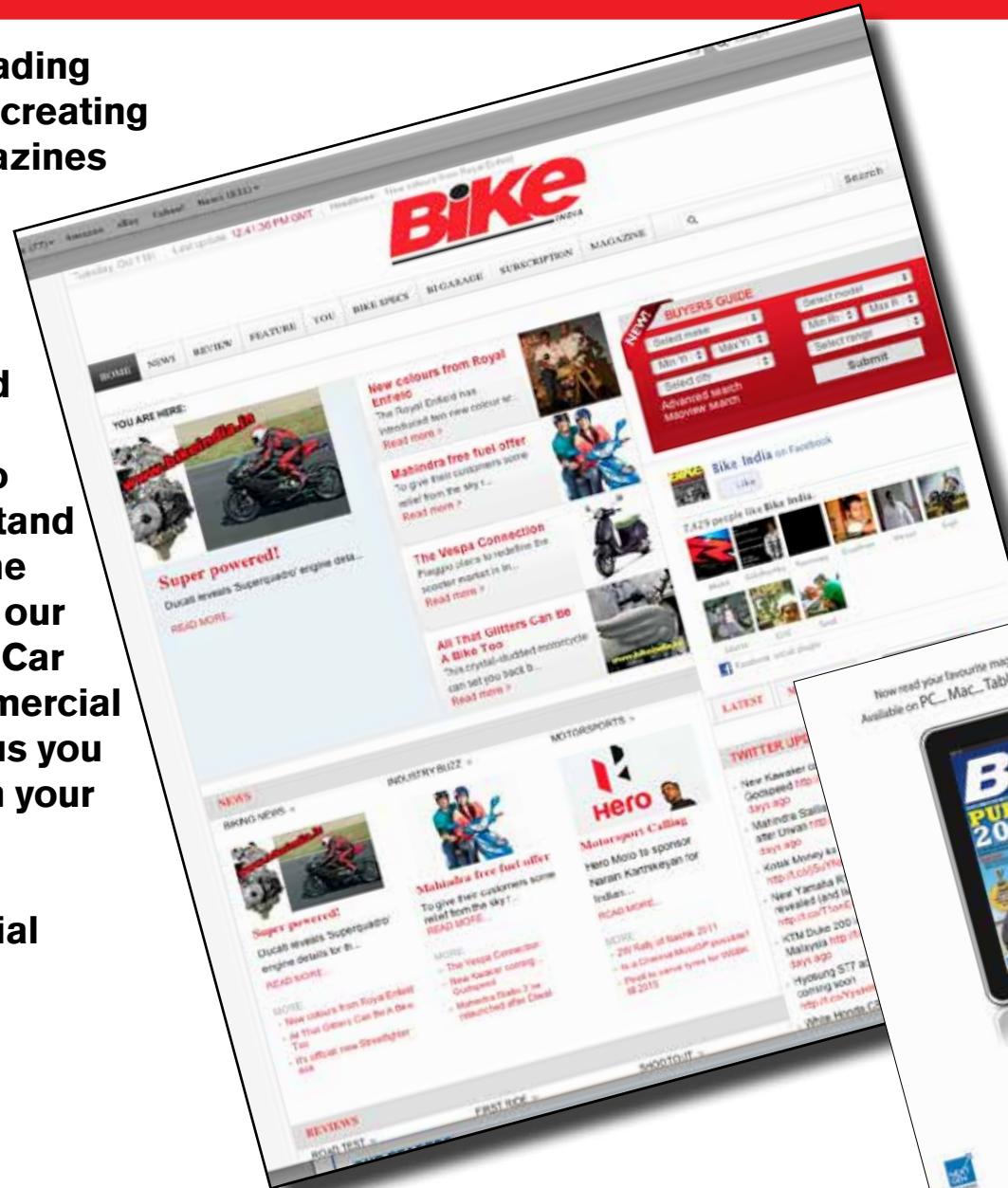
INTERNATIONAL SPORTS: Latest from the world of motorsports

Bike India's Digital Association



Zinio is more than a mobile reading application. It is a platform for creating the digital editions of the magazines you love, delivering the exact same material you get in print – plus exclusive features like video, audio and live links – on your iPad, iPhone, desktop and laptop. Alternatively, all Next Gen Publishing's titles are also available on the Apple News Stand powered by Magzter. We are the first publication house to have our three automotive magazines – Car India, Bike India and CV (Commercial Vehicle) in a digital format. Thus you can read Bike India anytime on your iPad, Mac and PC.

Bike India also supplies editorial content to www.gaadi.com, www.msnindia.com & regional publications.



Who Will Read Bike India?



AFICIONADOS

- Involved reader, the person who breathes and lives bikes.
 - Caters to those who need to feed their thirst for bike knowledge.
 - A magazine for whom bikes are their over-riding passion.
 - Interested in everything to do with bikes - from detailed performance capabilities to what's happening behind the scenes.

AESTHETES

- Bikes are a part of their self-image
 - They are interested in designs and aesthetic aspect of bikes.
 - They are potential AFICIONADOS.

DREAMERS

- Readers who have / are developing interest in bikes and bike culture
 - Are at a superficial level.
 - Are interested in vicarious driving pleasure and bike fantasizing.
 - Will buy the magazine depending on the proposition each month.

OUR READERS

- 78% of Bike India readers are under 45 years.
- 76% of Bike India readers own at least 1 bike.
- 93% of Bike India readers are males.
- 86% of the readers refer to the magazine before making a purchase decision.
- 79% of all surveyed are income earners (Either professionals, self-employed or in service)
- 62% of readers surf the net (www.bikeindia.in) on a daily basis.



ADVERTISERS: Motorcycle manufactures, suppliers and related industries

BIKE
INDIA



Bajaj



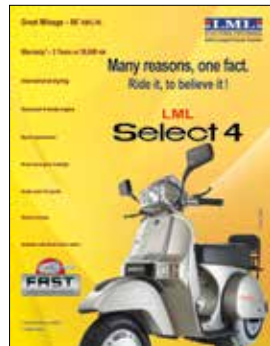
Ducati



Harley-Davidson



Hero Moto Corp HMSI



LML Vespa



M&M two-wheeler



Royale Enfield



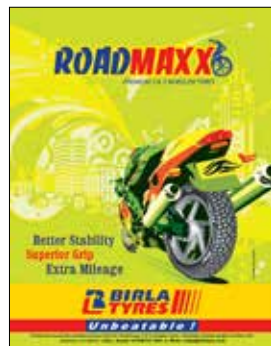
SUZUKI



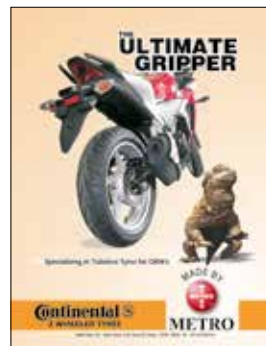
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Yamaha



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ADVERTISERS: Motorcycle manufactures, suppliers and related industries

BIKE
INDIA



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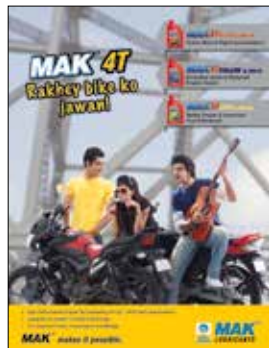
Aegentum



Lohia



Motul



BPCL



Agip



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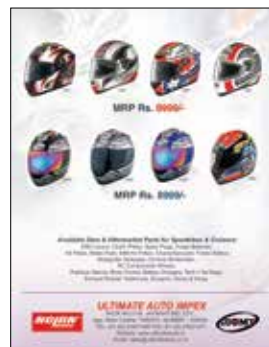
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**Performance
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Firefox



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Seiko



Wrangler



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Adventure



BITTOO bikewala



Method



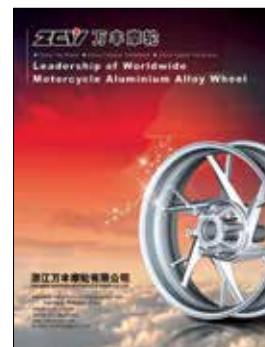
Roots



Track & trail



Bosch



Zhejiang



Polaroid



Dell



BSA Motor



ASPI BHATHENA

The editor of both our publications (BIKE India and CAR India), Aspi Bhathena is a veteran in the field of motorcycle racing with a career spanning 34 years. He is one of only two Indians to have raced twice in the Isle of Man TT races, winning a bronze replica in his very first attempt.

Our Presence



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www.bikeindia.in