

Now drive away bikes, scooters from Reliance Mart

Besides buying curtains, soaps, utensils, groceries, cosmetics, spices, you can now actually drive away a bike from your nearby Reliance Mart.

Mukesh Ambani-promoted Reliance Retail has entered into an exclusive distribution agreement with Britain's light electric vehicle major Ultra Motor for selling its electric bicycles and scooters co-branded as Hero Electric in association with its Indian partner Hero Cycles.

'With this agreement, for the first time in India, electrical vehicles will be made available to public through organised retail outlets. We see this as a great opportunity for our business, which will allow us to further boost sales and increase our retail presence in the fast growing Indian market,' Joe Bowman, chief executive officer, Ultra Motor Company said in a statement.

The electric bikes would be priced between Rs.14,300 to Rs.19,500 and scooters in the range of Rs.22,500 to Rs.28,000.

Last month, Reliance launched its first ever hypermart or a mega retail store spread over an area of 165,000 sq ft in Ahmedabad. The company has plans to roll out other such hypermarts in Jamnagar, New Delhi, [Hyderabad](#) and [Chennai](#) before the end of this year and add 500 such stores in the country by 2010.

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