

An Overview & Competitive Analysis on

DURANTA BICYCLE BANGLADESH

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A LEADING BANGLADESHI BICYCLE BRAND

- Established in 2014 to meet local demand for quality, affordable bicycles.
- Manufactured by Rangpur Metal Industries Ltd., part of PRAN-RFL Group.
- Launched Bangladesh's first locally-produced electric bicycle (e-bike).
- Offers a wide range: city bikes, mountain bikes, kids' bikes, and e-bikes.
- Strong presence in both local and international markets (exports to Germany, UK, Brazil)

PRODUCT PORTFOLIO

Offers a wide range of bicycles catering to all ages & needs:



Mountain bikes (MTB)



Road bikes



City bikes



BMX bikes



Kids bikes

PRODUCT PORTFOLIO

- High-quality materials (aluminum, carbon fiber, steel) for durability and lightweight performance.
- Modern, ergonomic designs with comfortable seats, suspension systems, and advanced brake/gear systems.
- Attractive color schemes and graphics.
- Affordable pricing, accessible to Bangladeshi consumers.
- Strong after-sales support, including warranty and free servicing for e-bikes

PRODUCT PORTFOLIO

Recently launched Bangladesh's first locally-manufactured electric bicycles (e-bikes):

- Models: Duranta **E-Rider 101 & E-Rider 201**
- E-bikes feature modern lithium batteries, up to 45 km range, and fast charging

SWOT ANALYSIS

Strengths

- Local manufacturing,
- Strong brand (PRAN-RFL),
- Affordable pricing,
- Wide range, export-ready quality
- Technological innovation (e-bike)

Weaknesses

- Late entry into e-bike segment,
- Dependency on imported batteries (for now)

Opportunities

- Growing demand for eco-friendly transport,
- Expanding export markets,
- Urbanization,
- Health-conscious consumers

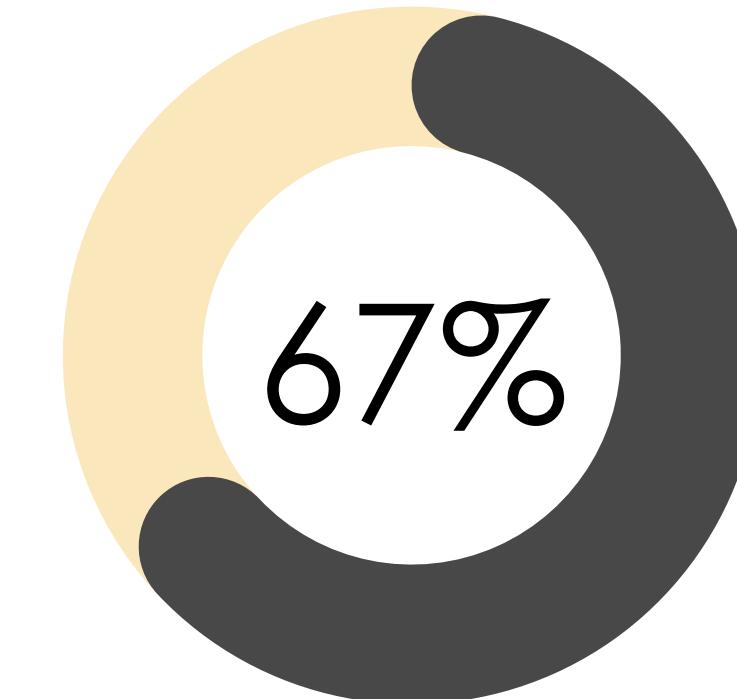
Threats

- Intense competition (Kross, Hero, Giant, Atlas),
- Potential supply chain disruptions,
- Price wars

MARKETING STRATEGY

Pricing

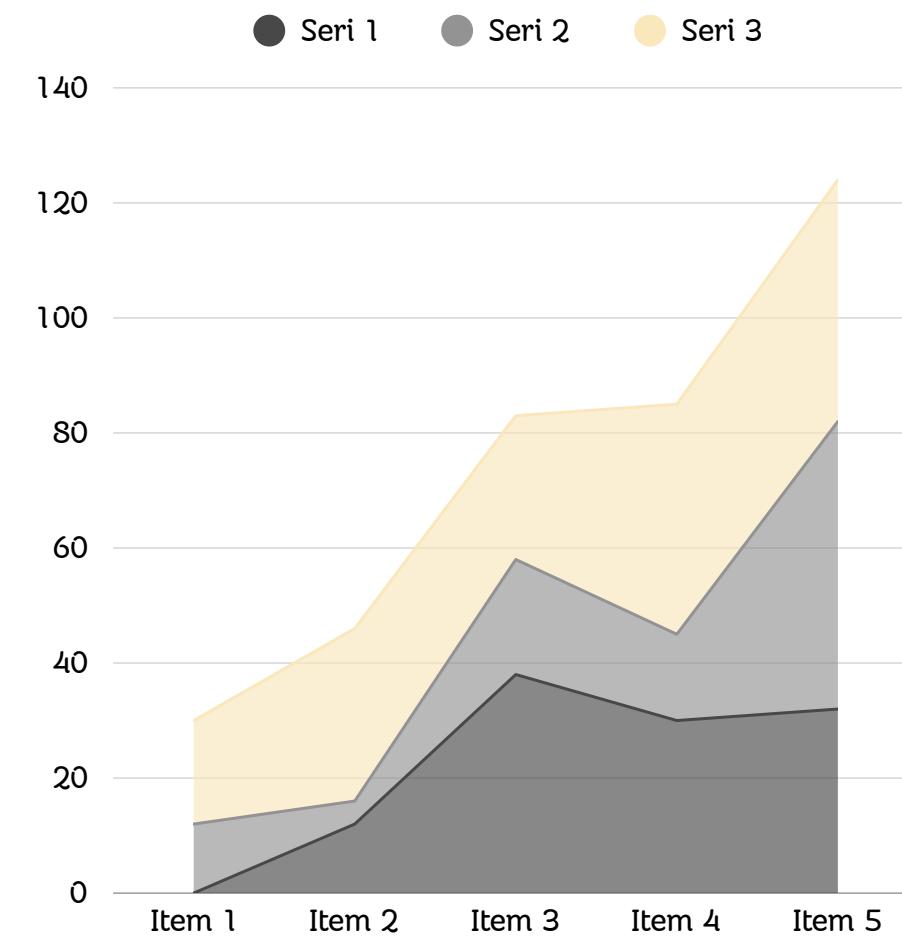
- Competitive, value-driven, discounts for showrooms
- Wholesale, demand-based pricing for new markets



MARKETING STRATEGY

Promotion

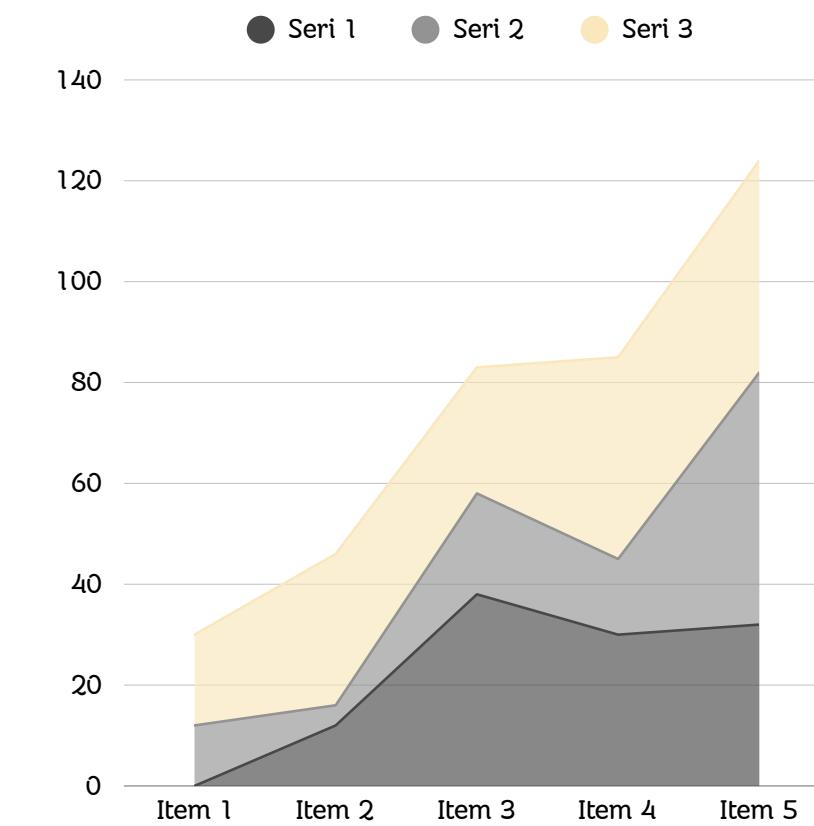
- TV ads,
- Billboards, posters,
- Digital marketing,
- Showroom and online discounts,
- After-sales service (free servicing, warranty)



MARKETING STRATEGY

Distribution

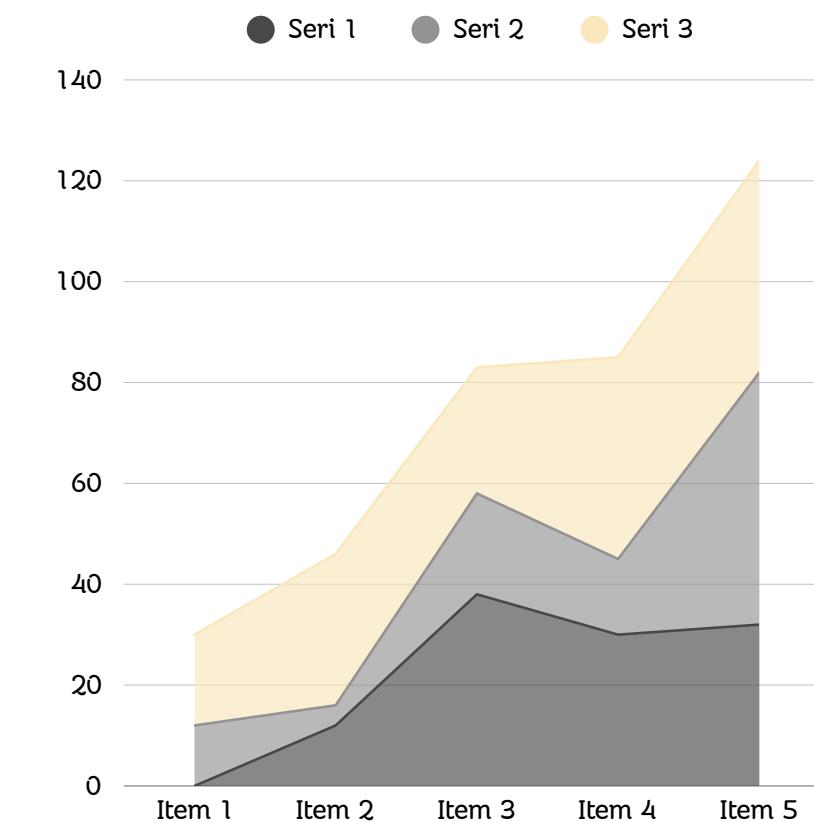
- Wide dealer network,
- Online and offline sales,
- Export logistics



MARKETING STRATEGY

Product Positioning

- Affordable quality,
- Innovation (first e-bike),
- Catering to all ages and purposes (commuting, leisure, fitness)



COMPETITIVE COMPARISON

Feature	Duranta Bicycle	Other Top Brands (Kross, Hero, Giant, Atlas)
Local Manufacturing	Yes	Mostly imported/assembled
Price	Affordable	Varies, often higher for imports
Product Range	Wide (incl. e-bike)	Wide, but e-bike segment new for most
Export Activity	Active	Limited (for most local brands)
Innovation	First local e-bike	Some, but Duranta leads in e-bike
After-Sales Service	Strong (warranty, free servicing)	Varies

WHY DURANTA IS BETTER

- First to launch a locally-made e-bike, leading in innovation.
- Strong brand trust from PRAN-RFL backing.
- Affordable pricing and wide distribution network.
- Focus on quality, durability, and after-sales support.

THANK YOU