

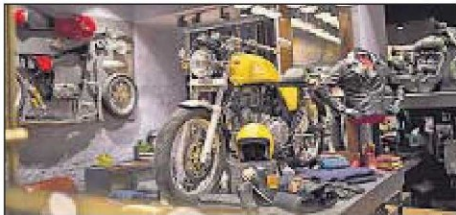
Royal Enfield eyes makeover with boutique stores

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NEW DELHI: Iconic bike-maker Royal Enfield on Thursday opened a boutique store for its bikes and new apparel range in the Capital's posh Khan Market.

The company also launched a limited-edition variant of its Classic, styled in the World War despatch rider looks in desert storm and squadron blue colour, with a third colour, military green, for international markets. Only 200 bikes will be produced in each colour scheme. The bike will become available for booking on July 15 on



royalenfield.com.

Speaking to *HT*, Royal Enfield managing director and CEO Siddhartha Lal said the company is looking to scale up the experience of the customer. "It will no longer be the old-style store where you walk in and book a bike," he

said. "We would be more than happy if a person walks in, looks around the store -- even if they don't buy anything -- and go away with an experience that will be etched in their mind."

Added Rudratej Singh, president, Royal Enfield, "All

our 500-odd stores across the country will be have a similar look by next year."

About their future plans, Lal said the mid-size bike space is yet vastly under-exploited. "We are looking to consolidate and become a leader in the 250cc-750cc segment," he said. "We occupy just 3.5% of the market."

What about new launches? "Any new product has to make business sense," said Lal. "You can't just say, let us make something. The mid-size segment is where we are, and where we want to lead. That said, we are working on two new platforms, but I can't tell you more."