

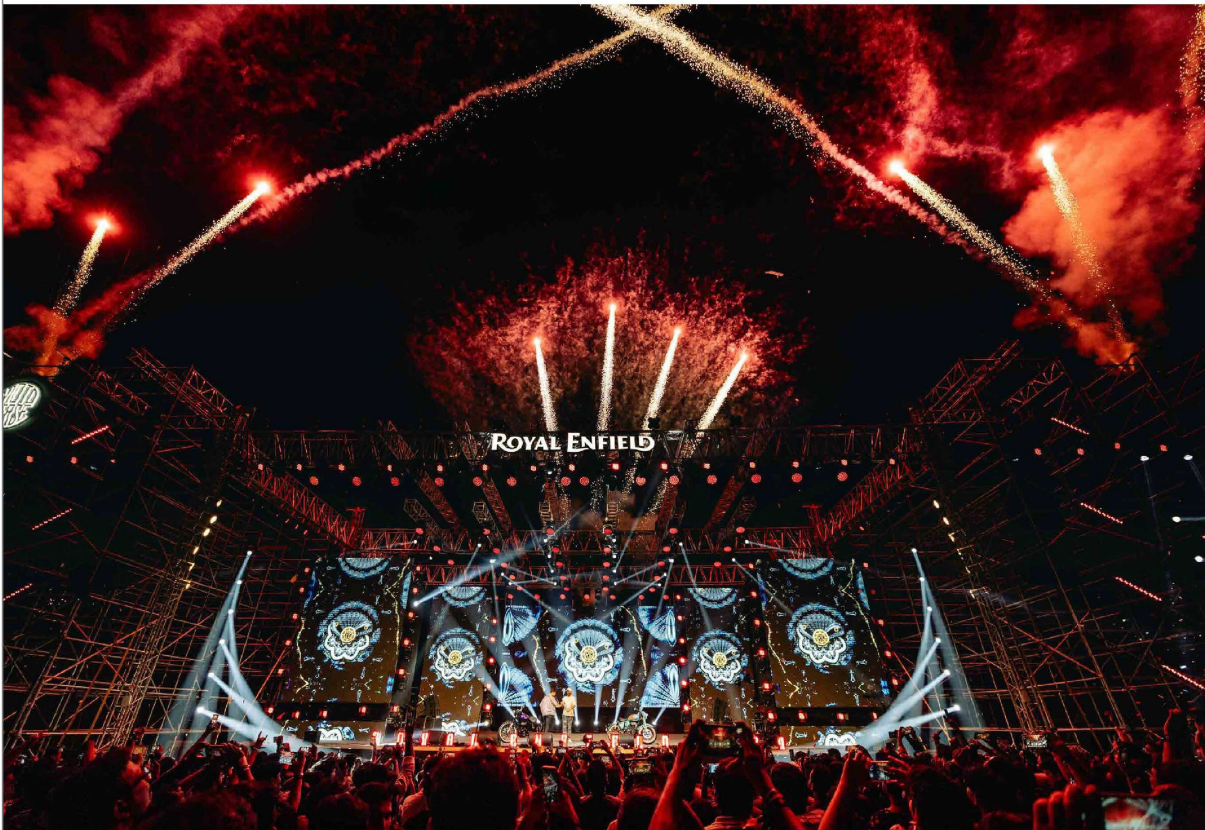
News monitored for: Royal Enfield

WHEELS

What Exactly Happens At A Motorcycle Festival?

Where the roar of engines collides with the heartbeat of culture, creating a sensory overload that celebrates speed, style, and feast for all senses

By Niraj Kakade



Festivals are fascinating little beasts. They're essentially sensory overdrive dressed up as cultural enrichment. "Attack" might sound too dramatic—it's more like a full-body nudge, gently waking up all five senses: sight, smell, hearing, taste, and touch. A film festival engages the eyes, a music festival cranks up the ears, and a food festival plays tug-of-war with your taste buds. But what sense does a motorcycle festival rev into gear? Is there a secret sixth sense dedicated solely to the thrill of a two-wheeled engine being revved? A spine-tingling shiver every time someone whispers "cafe racer"? Not quite. Turns out, it's all five senses, firing on all cylinders, as I discovered at this year's Royal Enfield Motoverse 2024.

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THE SIGHT

I have a theory: you can't go wrong with hosting a biker festival in Goa. Think about it. Beaches? Check. Breezy rides? Check. Beer? Triple check. The Hilltop Venue in Vagator, the annual altar for Royal Enfield's Motoverse congregation, feels like the spiritual home of motorcycle enthusiasts. Picture this: rows of gleaming Royal Enfield motorcycles, each a testament to the brand's legacy. Riders in their finest gear, some with club patches,

some with souvenirs detailing their journey across the globe, all paraded through the grounds—a spectacle of chrome, leather, and personality.

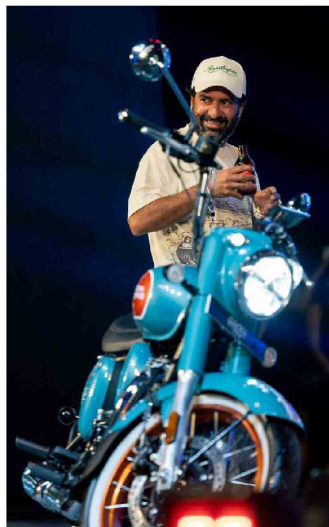
The main stage became a hub of activity, featuring performances by Bloodywood, Raja Kumari, Ritviz, and more. Even the most stoic biker couldn't resist bobbing along to the beats. And for the sartorially inclined, the vintage-themed fashion show by Royal Enfield Apparel added a splash of style to the visuals.

THE SMELL

Here's the thing about Royal Enfield: you can smell what they're cooking. Two years ago, the Motoverse spotlighted the Super Meteor 650, a crowd-pleaser if ever there was one. However, it stood as a sole star. This year, there were multiple crowd-pullers, ranging across multiple products.

The Goan Classic 350 made its debut—a spiced-up version of the Classic 350 as if it had spent a summer in Arambol and grown dreadlocks. Now dressed in its coastal best with ape-style handlebars, bold paint schemes, and tubeless rims. Then there was the Scram 440, quietly flexing an extra 1.1PS and 2Nm at lower revs, which won't mean much to the layman but is a gift to trail enthusiasts.

What remains to be cooked, though, is Royal Enfield's Flying Flea electric sub-brand. It seems to be making the right headway but still feels a few Motoverse away from being seen in the flesh. Regardless, what Royal Enfield has cooked has been impressive. What it is trying to cook with its electric, clutch-free future is also rather fascinating.



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THE SOUND

If Motoverse were an album, it'd open with the rumble of Royal Enfield engines—raw and unapologetic. However, it's quite interesting to contrast that hyper-masculine energy with sombre performances by acts like Ankur & The Ghalat Family. At first, it feels like an identity crisis—"Am I supposed to feel the feels among the bro-est of bros?"—then you realize the diverse performances cater to different audiences. And the contrast is evident. The same beer-guzzling, rider-gearing crowd gets replaced by families and couples, like any other music festival. The point is, there's literally something for everyone.

For those who crave adrenaline-pumping acts, there were performances from current personal favourite Bloodywood along with Raja Kumari, Raftaar, Ritviz, and more. Speaking of which, a personal recommendation: check out the "Maut Ka Kuwa" (Well of Death), a brilliantly innovative addition to the festivities. Hope it stays.



THE TASTE

Ah, beer. The unofficial sixth sense at Motoverse. It flowed freely, keeping riders hydrated—or, let's be honest, lubricated—for the next adventure. But here's a plea: can we move beyond the usual burgers and sandwiches that most stalls seem to serve? Goa's culinary scene has so much more to offer. Sure, the staples kept the international crowd happy, but a little Noronha's or some authentic vindaloo from the nearby shacks would have elevated the palate game. That said, the Royal Enfield Garage Cafe in Arpora, with its stellar local dishes and inventive cocktails, kept the foodies in the crowd more than satisfied.

The MotoThrill arena was a haven for adrenaline junkies, hosting everything from off-road challenges to dirt track races. Workshops on off-road riding and long-distance touring ensured that attendees left not just inspired but

also equipped with new skills. And for those who preferred spectating over participating, like I did this year, the Flying Flea arena and stunt shows provided plenty of jaw-dropping moments.

At its heart, Motoverse 2024 was about more than motorcycles. It was about the people who love them, live them, and build their lives around them. It was about camaraderie—riders exchanging road stories over beers, seasoned veterans mentoring newcomers, and strangers becoming friends over a shared passion for the open road.

But what truly makes a motorcycle festival special is the people. Having spent half of my career around motorcycles, Motoverse has now somewhat become a place where the social circle gathers every year. The long-lost friends, the old riding buddies, the gang. You get the gist. This is our Lolla, but with heavy riding gear and a much, much better drinking capacity.

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THE VIBE (THE TOUCH)

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