

## Royal Enfield Launches First Exclusive Apparel Brand Store in Pune

- Exclusive apparel store at Amanora Mall, Pune to showcase a wide range of riding gear, lifestyle apparel, and accessories.

**Pune, 10 September 2024:** Royal Enfield, the global leader in the mid-size (250-750cc) motorcycle segment celebrates a significant milestone in the West region with the launch of its exclusive apparel brand store. This new store, located at the Amanora Mall in Pune at Hadapsar is an exciting addition for the motorcycling community and lifestyle aficionados alike, reflecting the brand's commitment to providing the highest quality riding gear, lifestyle apparel, and accessories.

Amanora Mall's prime location and high foot traffic makes it the ideal setting for Royal Enfield's first exclusive apparel store, offering an immersive shopping experience that extends beyond riding gear. The store showcases Royal Enfield's commitment to premium, purpose driven products, balancing safety, comfort, and style. In addition to a wide range of riding jackets like the Nirvik V2, Crossroader and Streetwind Eco, the store features helmets and an extensive collection of men's and women's lifestyle apparel, including shirts, t-shirts, trousers, bags, and shoes. Whether you're riding through the city, off-roading in the mountains or cruising the highways, this store caters to every rider's mood and journey.

Speaking about the launch, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield**, said *"Pune is one of the top cities in India with a vibrant motorcycling culture. With the launch of our exclusive apparel store in Pune, we're expanding our retail footprint to offer high-quality riding gear and lifestyle apparel with increased accessibility. This new store is dedicated to versatile products designed for exceptional comfort, adaptability, and protection. We remain committed to supporting our motorcycling community ensuring they are prepared for any adventure with safe, functional and stylish ride gear."*

As Royal Enfield celebrates the launch of its exclusive apparel brand store, it also ushers in an exciting new phase in the retail journey of its apparel business. Royal Enfield is set to enhance the shopping experience and continue delivering top-quality products tailored to every rider's needs. Customers are encouraged to explore the diverse offerings at this new store and stay tuned for future openings that will further enrich their 'pure motorcycling' experience.

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### **About Royal Enfield Apparel:**

Started in 2014, the Royal Enfield Apparel division was conceived with a single aim - to create an ecosystem around pure motorcycling and enhance the motorcycling experience. Safety is the prime consideration for Apparel, with three important parameters - protection, comfort, and style. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the other key attributes that Royal Enfield considers. Our apparel range consists of lifestyle apparel and protective gear.

### **About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from



which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centers, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

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