

ROYAL ENFIELD HUNTERHOOD ROLLS INTO KOCHI FOR ANOTHER CELEBRATION OF INDIA'S STREET CULTURE

Royal Enfield's street culture platform, HunterHood, made its debut in Kochi on August 8, 2026, bringing together music, art, skateboarding, urban sport and creative expression in a celebration shaped by the city's own cultural pulse. The sixth edition of HunterHood followed successful editions across Chennai, Delhi, Mumbai, Shillong and Lucknow that drew tens of thousands of participants, transforming the coastal city of Kochi into a playground for riders, artists, musicians, skaters, creators and street culture enthusiasts.

Inspired by the Hunter 350, a motorcycle built for urban agility and self-expression, Hunterhood has carved out a distinct space celebrating street-inspired cultures and bringing together communities beyond motorcycling. Shaped by the people who live these cultures- artists, musicians, dancers, painters, urban sports enthusiasts, and designers, each community adds its own touch to a festival as raw, unfinished and ever-evolving as the streets it celebrates.

Ahead of the main festival, HunterHood hosted a **HunterHood Community Pre-Jam on August 7** in collaboration with **Loop Skatepark**, bringing together local skaters and street communities to build momentum before the main event.

Key Highlights from the event -

- **Main stage performances** featuring **Tribe Mama MaryKali, Ranj x Clifr, GABRI, MC Couper, Baby Jean and Dabzee**, brought together diverse voices from Kerala's independent and hip-hop music scene.
- **Community Stage programming** featuring **rapper Ameetkha Liyana Ansar, DJ Dsco Patrol (Nihell), the street culture collective We Are The Boom, and performances by Chenda Melam**, showcased Kerala's iconic percussion tradition alongside contemporary street culture.
- **Skateboarding showcases** featuring **Fly Squad** Skateboarding Community and Kovalam Skate Club, celebrated the city's growing skateboarding movement.
- **Live graffiti, visual art and interactive installations** by **HH Art Spaces, Alan Pappy, Trespassers, SquidWorks, Karthik Venugopal, Samriddhi Arora and Om Chopra**, shaping the visual identity of the festival in real time.
 - A ten-day mural project by **Trespassers**, a Kerala-based artist collective, culminating in a large-scale artwork inspired by Kochi's streets, youth culture, riding and the HunterHood experience was painted for the community
- Experiences and workshops spanning **skimboarding, football, cricket, basketball and graffiti**, invited visitors to participate rather than simply spectate.
- **Custom motorcycle** showcase featured builds by **XLNC Customs, JD Customs, Garuda Machina, Kunwar Customs and Eimor Customs**, celebrating individuality through design and craftsmanship.

Press Note

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- An **immersive light tunnel**- inspired by Kochi, combined moving lights with muffled Malayalam conversations and iconic cinema dialogues, drawing on the city's streets, sounds and cinematic culture to recreate the experience of riding through Kochi.

