



Authentic design. Cutting-edge technology.

FLYING FLEA - THE NEW CITY+ MOBILITY BRAND BY ROYAL ENFIELD SHOWCASES ITS FIRST PRODUCT IN HYDERABAD

- Panel discussions and pop-up Flying Flea Café explored the theme of ‘lightness’ across technology, design, and automobiles.
- Experts led sessions on lightweight design and advanced rider-focused technology.
- Introduced new collaborations with homegrown artist **Venkat Goddam** and photographer **Akshay Rao**

Hyderabad, August 22, 2025: Building on high-decibel showcases in Delhi, London, Mumbai and Bengaluru, **Flying Flea**—the City+ mobility brand endorsed by Royal Enfield, and its first electric motorcycle, the classic-styled Flying Flea C6, have officially landed in Hyderabad. Debuting at Katha Coffee & Bakehouse in Banjara Hills—known for its contemporary interiors and artisanal brews—the showcase offered an immersive backdrop for design, technology, and creative expression.

At the heart of Flying Flea lies a deep appreciation for design, not just as form, but as a part of the brand’s philosophy, function, identity, and intent. Katha’s warm, gallery-lit ambience invited guests to mingle over artisanal coffee, tastefully curated art, and the magnetic presence of the FF.C6.

Alongside its second iteration of the pop-up Flying Flea Cafe, the brand also introduced two new creative collaborators, while panel discussions explored topics at the intersection of mobility, creativity and urban culture. An installation by multifaceted visual storyteller **Venkat Goddam** drew from his interpretation the FF. C6—part machine, part muse and an exhibit by photographer **Akshay Rao**, delivered on his intimate yet cinematic aesthetic, balancing raw emotion with striking visual polish.

The first in Flying Flea’s lineup is designed for the city, blending sophisticated aesthetics with a playful, nimble ride and intuitive, multi-modal technology. Its unique design elements, from the precision-engineered Girder fork—reimagined with modern materials and engineering—to the thoughtfully designed battery fins, capture both heritage and forward-looking innovation, reflecting the brand’s ethos and inspiration. The FF.C6 is the only motorcycle on the market today to feature this advanced Girder fork, setting it apart with a unique combination of heritage and innovation.

The brand’s groundbreaking innovation is developed at the Flying Flea Tech Center, where over 200 engineers across India and the UK have filed more than 45 patent applications. From advanced motor and battery management systems to seamless connectivity solutions, Flying Flea is setting new benchmarks in the EV space. At the core of the FF.C6 ride experience is an in-house developed operating system powered by Qualcomm’s Snapdragon QWM2290 processor. Built to evolve around the rider, the FF.C6 combines hardware and software-driven innovations to elevate the City+ mobility experience. The Vehicle Control Unit (VCU), also developed in-house, seamlessly integrates thousands of ride mode combinations. This advanced system dynamically adapts performance parameters, delivering a secure, intelligent and



connected ride experience. With this future-ready platform, Flying Flea is not just redefining electric motorcycles—it's pioneering a new era of City+ mobility.

Flying Flea's Hyderabad showcase continues on August 23, from 11:00 AM to 4:00 PM. Enthusiasts can dive into immersive design and tech demonstrations, enjoy the Flying Flea Café Experience, and explore the artist showcase. In the evening, an exclusive Coffee Rave Party will bring together a curated guest list for a night of music, coffee, and culture. Public access and on-site registrations remain open throughout the day, giving the community another chance to experience the Flying Flea world firsthand.

For more information and updates about the Flying Flea, you can subscribe to: <http://flyingflea.com/>, or follow real-time updates on the Flying Flea [Instagram](#) page.

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About Flying Flea

Flying Flea, endorsed by Royal Enfield, is the new city+ mobility brand that is created to explore a new dimension of mobility - one that is smart, lightweight and sophisticated. Operating at the intersection of design, cutting-edge technology and lifestyle, Flying Flea is all set to usher in a new era for city+ mobility with its category-defining smart products in the global mobility space and beyond.

Drawing inspiration from the iconic 1940 Royal Enfield Flying Flea motorcycle, an engineering marvel that was purpose-built to be air-dropped by parachute, Flying Flea is built to deliver a smart, nimble and agile ride experience for a new generation of riders that are connected, design-aware and ready to embrace the future of city+ mobility. A sophisticated mix between authentic design and cutting-edge technology, it will launch its first products, the classic-styled FF.C6, followed by the scrambler-styled FF.S6, by early 2026.

The Flying Flea team boasts a class-leading team of more than 200+ engineers in the UK and India, allowing the team to develop its own motor, battery, BMS and custom software for its line of connected electric vehicles. With more than 45 patent applications filed for native and connected applications, end-to-end technology for the Flying Flea has been developed in-house, in partnership with industry-leading experts and brands at the Flying Flea Technology Center. The brand has set up an exclusive Flying Flea manufacturing space within Royal Enfield's manufacturing facility at Vallam Vadagal.