

The Himalayan Knot Exhibit debuts at The Kunj

Celebrating the stories, craftsmanship, and spirit of the Himalayas

*The Himalayan Knot Exhibit cum retail pop-up is open to visitors
from Sept 27 to Oct 5, 2025*

New Delhi, September 29, 2025: Royal Enfield Social Mission unveiled *The Himalayan Knot Exhibit* and collections last Friday at The Kunj - a flagship retail and cultural destination conceived and developed by the Office of the Development Commissioner (Handicrafts). Open to the public until October 5, 2025, the exhibition and retail weave together stories of resilience, sustainability, and creativity from the Himalayan region. The Kunj is a unique retail platform dedicated to Indian handicrafts, designed to foster conversations and collaborations between artisans and brands.

The exhibit cum retail pop-up was inaugurated with a ceremonial lamp lighting led by guests of honour **Ms. Lynda Yaden**, Chief Financial Commissioner, EPFO & ESIC, Ministry of Labour; **Bidisha Dey**, Executive Director, Eicher Group Foundation; **Ms. Yamuna Kumari**, Artisan with The Woolknitters; **Ms. Shivani Thakur**, Founder, The Woolknitters; and **Mr. Sushant Abrol**, Founder & Designer, Countrymade. Special thanks were extended to **Ms. Amrit Raj**, Development Commissioner (Handicrafts), for her support.

Speaking at the opening, **Bidisha Dey**, Executive Director, Eicher Group Foundation, the CSR arm of Royal Enfield said “*The Himalayan Knot is about weaving together legacies, landscapes, and livelihoods. This exhibit is not just a showcase of exquisite craft, but a testament to the resilience and creativity of Himalayan communities. Since its launch in 2022, the project has empowered women and strengthened livelihoods - generating ₹56 lakhs sales for the communities over the past year. At Royal Enfield Social Mission, we believe that when design meets tradition, it creates possibilities that sustain both culture, ecology and livelihoods together. We are deeply grateful to the Development Commissioner (Handicrafts), Ministry of Textiles, for their support and encouragement, which enables us to bring these stories to a wider audience and celebrate the Himalayas through the hands and voices of its people. We warmly invite everyone to experience the showcase, support the communities, and take home a piece of Himalayas with them.*”

The evening marked the debut of *Letters to Home*, a collaborative collection under *The Himalayan Knot* by Royal Enfield Social Mission, Countrymade by Sushant Abrol, and The Woolknitters, an artisan community based in Kullu, Himachal Pradesh, with guests experiencing exclusive screenings of *The Himalayan Knot* and *Letters to Home* films, offering immersive journeys into the lives and legacies of Himalayan artisans, along with a glimpse of the upcoming collection. The evening concluded with a powerful performance by the reputed Ao Naga Choir, echoing the mesmerising harmonies of Nagaland, followed by the announcement of the second edition of ***Journeying Across the Himalayas***, Royal Enfield’s annual multidisciplinary festival. This year’s theme, ‘Ours to Tell’, will anchor a week-long celebration of exhibitions, performances, dialogues, workshops, culinary journeys, and community-led experiences from December 4 to 10, 2025, at Travancore Palace, New Delhi.

The launch also marked the debut of *Letters to Home*, a collaborative collection under *The Himalayan Knot* by Royal Enfield Social Mission, Countrymade by Sushant Abrol, and The Woolknitters, an artisan community based in Kullu, Himachal Pradesh. Crafted in the remote villages of Jhanjeli and Kullu, the collection draws inspiration from mountain landscapes and memory. The exhibit cum retail pop-up also features past collections under *The Himalayan Knot*, namely EKA x Looms of Ladakh and Sonam Dubal x The Action Northeast Trust, two design partnerships that exemplify sustainable fashion rooted in cultural authenticity.

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at The Kunj, 8 Nelson Mandela Marg, Pocket C, Vasant Kunj, Delhi*

About The Himalayan Knot

The Himalayan Knot is Royal Enfield Social Mission's textile and pastoral land conservation project. A tribute to the intricate artistry and craftsmanship of the Himalayas, it brings together artisanal communities, designers, pastoralists and conservationists in deep-rooted collaborations that spotlight the region's sustainable heritage textile traditions.

About Royal Enfield Social Mission

About 75 years ago, the Himalayas became Royal Enfield's spiritual home. Royal Enfield Social Mission is catalysing an ecosystem of collective action to meet its long-term vision of partnering with 100 Himalayan communities by 2030 towards building climate resilience.

The Royal Enfield Social Mission projects and initiatives include 'The Himalayan Knot' - a textile conservation project, bringing together pastoral communities, artisans and designers for wider market access; 'The Himalayan Hub' - a collective learning center for Climate Resilience; a network of community-run 'Green Pit Stops', embodying responsible travel; 'The Great Himalayan Exploration' in partnership with UNESCO to document Intangible Cultural Heritage (ICH); the Royal Enfield 'Ice Hockey League' promoting rural sports and winter tourism; conserving biodiversity and wildlife through the Keystone Species project; and 'Helmets for India' - a road safety initiative.

Through the Social Mission, Royal Enfield is also encouraging and inspiring one million riders to explore sustainably and 'Leave every place better'.

In addition to the Social Mission, Royal Enfield also works with local communities near its manufacturing plants in Tamil Nadu, focusing on areas such as education, livelihood, sanitation, healthcare etc. Two multi-decade partnerships with Bodh Shiksha Samiti in Rajasthan and Dr. Shroff Charity Eye Hospital in Delhi continue to be supported as legacy projects.

Royal Enfield Social Mission and other CSR initiatives are implemented by Eicher Group Foundation, a section 8 company incorporated in 2015 under the Companies Act of 2013.

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