

Royal Enfield Expands Lifestyle Portfolio with the Launch of New Apparel Collection, 'Get In-Streets'

New Delhi, 13th August 2025 — Royal Enfield today announced the launch of its latest apparel collection, *Get In - Streets*, marking a focused step forward in strengthening the brand's growing lifestyle footprint. The collection underscores the company's long-term commitment to building a design-led, narrative-driven apparel portfolio that complements its core motorcycle business and strengthens brand affinity across the broader community.

The new range introduces two distinct capsules, 'Heritage' and 'A Page from a Motorcycling Diary', each offering a fresh perspective on the brand's design philosophy. Heritage draws from Royal Enfield's legacy and classic motorcycle elements, combining archival inspiration with contemporary styling. Themes such as 'Past in Pattern' and 'Legacy in Layers' reinterpret timeless design through layered textures, tonal graphics and heritage-inspired details.

'A Page from a Motorcycling Diary' focuses on everyday journeys, both physical and personal. The capsule features utility-driven garments designed for flexibility and function, including relaxed silhouettes, travel-inspired graphics, and versatile layering pieces.

Across both capsules, the collection introduces new styles spanning t-shirts, polos, outerwear, shirts, and cargos. Each material has been carefully selected to balance comfort, durability and design, from bonded fleece and cotton twill to drum-dyed leather and paper-finish jersey. Colourways are subtle and grounded, with Forest Olive, Transformative Teal, Crimson Red and Rustic Brown lending the collection a lived-in, tactile depth.

Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield, said: *"Our apparel collections are a natural extension of Royal Enfield's core values - purposeful, enduring and built with character. Each piece is designed with clarity of intent, drawing from the spirit of exploration and self-expression that defines our community. As our riders evolve, so do the moments they experience, both on and off the saddle. With the changing seasons, the lifestyle collection is designed to adapt seamlessly - offering versatile options that provide warmth and comfort without compromising on style. Our new collection is about giving them products that feel just as authentic and functional in everyday life, while staying deeply rooted in the motorcycling way of life."*

Lifestyle apparel, along with riding gear and accessories, continues to emerge as a high-growth vertical. The collection builds on that momentum, broadening the brand's presence in the everyday wardrobe of its consumers.

'Get In-Streets' is now available across Royal Enfield's dealerships in India, on its official website (<https://store.royalenfield.com/>), and through select e-commerce platforms.

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About Royal Enfield Apparel:

Started in 2012, 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 Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ motorcycle brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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