# ROYAL ENFIELD HUNTERHOOD RODE INTO SHILLONG, PUTTING THE CITY'S STREET CULTURE IN THE SPOTLIGHT

**Shillong, February 07, 2026:** Royal Enfield's super popular street culture platform HunterHood took over Shillong this weekend, celebrating music, culture and raw creative energy in the city long known for its unmistakable cultural identity.

Born from Royal Enfield's community-first philosophy, HunterHood is inspired by the Hunter 350 - a motorcycle designed for the everyday rhythm of urban life. Agile, responsive and expressive by nature, the Hunter belongs to the streets it rides through. HunterHood takes that spirit off the saddle and into the city, creating a space where riders, skaters, artists, dancers and musicians and homegrown labels can move through the streets on their own terms.

Each city where HunterHood visits writes its own version of the experience. Previous editions in Chennai, Delhi and Mumbai leaned heavily into the cultural codes of their host cities - from sound and movement to visual language and local communities - drawing thousands of motorcyclists, hustlers, creators, street culture enthusiasts in the process. Each stop looked different, sounded different and felt different, because HunterHood never arrives with a template.

Shillong brought its own energy to the conversation. Long regarded as one of India's coolest cultural capitals, it is a city shaped by independent music, underground movements and a fierce sense of self-expression. Here, the streets weren't dressed up for the festival; they simply carried on, louder and more alive than usual. BMX and skateboarding showcases saw performers push limits, while street football zones, slam dunk installations and interactive challenges celebrated movement in its rawest form.

Custom motorcycles by **JD Customs**, recognised for their pared-back, performance-led builds, shared space with skate showcases curated by the **Shillong Skate Mag** community, a collective documenting the city's growing skate culture. Visual interventions included live graffiti by the **Mixed Media Art Crew** and Art of Motorcycling 2024 winner **Amit Kumar**, while movement oscillated between tradition and present-day expression; indigenous dance forms led by the **Shlem Institute of Music** sat alongside hip-hop cyphers anchored by local dancer **Iamon Kharjana**.

In addition to this, works by **Abhishek Choudhury**, founder of the **Gauhati Art Project** and a central figure in the region's contemporary art ecosystem, appeared alongside interactive installations by **Sameer Hazari** that showcased the streets of Shillong.

A bustling flea market with homegrown northeast labels, curated food and drink experiences celebrated not only the city's independent talent but also gave a flavour of the entire North East, adding texture to a festival that thrives on authenticity.

The festival's music lineup reflected Shillong's creative intensity.

- **Reble**, performing in her hometown, brought the voice that has helped define Northeast hip-hop nationally.
- **Raja Kumari**, the Grammy-nominated rapper and songwriter, bridged global hip-hop circuits with live, commanding storytelling.
- **Trance Effect,** Nagaland's indie-pop sensation renowned for their sun-soaked sound and chart-topping hits, embodied the vibrant, modern spirit of North East music.

- The wider bill - **DJ Knack**, **Smokey**, **SawaJam Sound System**, and **Gauley Bhai** - spanned bass music, dub systems, electronic undergrounds and contemporary folk, keeping the tempo high and the sound uncompromising.

Beyond music, the festival pulsed with cyphers, visual artists, dancers and live street performances. Every beat, trick and brushstroke channelled the Hunter 350's spirit, turning the city into a living, breathing canvas where hustle, expression and community collided at full throttle.

**##ENDS##**

**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, Bullet 650 and the Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, 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 seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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