



Craft Meets Purpose: Royal Enfield Apparel Launches New Conscious Collection

New Delhi, 5 June 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, furthers its commitment to sustainable living with the launch of the Conscious Collection—a thoughtfully designed line inspired by the brand’s Green Pursuit initiative that focuses on giving back to nature while continuing the brand’s pursuit of pure motorcycling.

Born from intention and crafted with care, the collection honours the journey of each piece—from its very first thread. Made using recycled materials, Himalayan grass, natural dyes and organic cotton, the collection brings to life earthy, pastel tones that reflect nature and are made to wear with purpose.

Made in harmony with global sustainability practices, every element tells a story. Labels and tags are drawn from organic sources, and the packaging is designed to live on, as travel pouches or intimate holders of essentials. A gentle nod to Royal Enfield’s ‘*Ride Green. Ride Pure.*’ way of life.

Highlighting Royal Enfield’s commitment to sustainable practices, **Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield**, said, *"The Green Pursuit is an initiative that focuses on giving back to the environment while continuing our pursuit of 'Pure Motorcycling'. With the Conscious Collection, we embrace intentional, purpose-driven craftsmanship, taking from nature only what can be mindfully used. It's a small but meaningful step toward giving back to the earth, not just by reducing waste, but by reimagining it into something new."*

CONSCIOUS COLLECTION:

The collection features three distinctive fabric compositions:

- A 30% cotton and 70% recycled Cotton Single Jersey knit
- A 60-40% recycled cotton-polyester Pique knit
- An innovative 22% Himalayan Grass (HimGra) and 78% cotton woven fabric.

With a starting price of INR 1600, the jerseys are available in four grounded hues, which are made using natural materials. Beige made from tea leaves, green extracted from pomegranate rind, off-white made from natural bio, and mauve extracted from acacia catechu.

ABOUT THE MATERIALS:

- **Himalayan Grass:** HimGra is an innovative, sustainable fibre crafted from perennial Himalayan grass. It blends cutting-edge technology with traditional craftsmanship to create luxurious, eco-friendly fabrics. Zero cultivation and seed carbon footprint. Waterless, under patented fibre processing, unlike hemp, bamboo, and linen.
- **Recycled Fabric:** The eco-friendly product is crafted from recycled materials, including plastic bottles, pre-consumer waste, and various discarded fibres. This sustainable approach significantly



reduces the reliance on virgin materials, which helps in conserving valuable natural resources. Furthermore, by utilising these recycled components, the product minimises landfill waste and pollution, contributing positively to the environment.

Approximately 9.3 million tonnes of plastic waste is generated each year in India, accounting for about one-fifth of the global total. Through this initiative, Royal Enfield is taking a step towards responsibly decreasing waste generation and transforming it into useful, eco-friendly products.

More on Conscious Collection: <https://store.royalenfield.com/en/sustainability-collection>

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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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