

News monitored for: Royal Enfield

MONDAY BRIEFING

Royal Enfield ties up with Meta

Royal Enfield has partnered with Meta for a 'pure motorcycling culture' branded content campaign centred around the newly launched Royal Enfield Hunter 350. More than 40 creators engage with the brand allowing Royal Enfield to tap into a younger demographic. Mohit Dhar Jayal, chief brand officer, Royal Enfield, said, "By collaborating with Meta we will be reaching out to newer audiences." Saugato Bhowmik, director, CPG, D2C and automotive at Facebook India (Meta), added: "Our 'Born on Instagram' creators will have an opportunity to be discovered and benefit economically." - TNN

