

Royal Brothers & MBSI Teach Women to Ride Scooters and Motorcycles



Bengaluru, Karnataka Mar 30, 2023 ([Issuewire.com](https://www.issuewire.com)) - Royal Brothers & MBSI co-sponsors “RB for Women”

Professional Trainers Teach Women to Ride Scooters and Motorcycles

Moto Business Service India (MBSI), a first-tier subsidiary of Yamaha Motor Co., Ltd. Japan and Royal Brothers, a leading bike rental company, joined hands and partnered to host “RB For Women”. “RB For Women” is an initiative spearheaded by the Royal Brothers that aims to inspire more women to take up motorcycling as a hobby or means of transportation and empower women to embrace adventure and independence. It is encouraging to see that 100+ women have already participated in the program over the past three years, and the launch of the 4th edition to train around 40 women to ride motorcycles is a positive step towards providing women with valuable skills and prospective employment opportunities.

RB for Women covers all aspects of riding a motorcycle, including basic skills, advanced techniques, and safety protocols. The women are provided with safety gear and have access to a range of motorcycles to practice on. The training program was conducted in a safe and controlled environment at Chamara Vajra in Bengaluru and the women received personalized guidance and support from a professional group of trainers. Royal Brothers hope to expand the initiative in the future and create more opportunities for women to participate in the art of motorcycling.

Commenting at the event, Abhishek Chandrashekar, Co-Founder & CEO, RB said, “We are excited to

launch our 4th edition of “RB for Women”. Our special thanks to MBSI for partnering with us and enabling us to cater to customized solutions for our women audience. We will continue to launch similar events across other cities. Learning how to ride a motorcycle is an empowering experience that can boost confidence, increase independence, and provide a sense of adventure. Our goal is to give access to 500 million Indians to move around on a motorcycle or scooter without owning a vehicle. We believe access is the new ownership and we want to encourage more women to rent a two-wheeler in India.”

Royal Brothers offer a range of 4000+ two-wheelers from Mopeds to Scooters to Superbikes which can be rented in 20-plus cities across 8 states of India. Royal Brothers will also introduce safe and women-focused riding gear rentals across the cities they currently operate in. The bike rental company is strategically working on its EV (Electric Vehicles) portfolio and business model to ensure a wider segment of environment-friendly vehicles are launched on Indian roads, which aligns with MBSI’s mission of working toward a cleaner and greener environment in the country.

Grisha Hasija, Project Head for MBSI’s Women Empowerment Project; said “RB for Women has been a tremendous success, and MBSI is proud to have been a part of it. Royal Brothers are one of our initial partners and we will continue to work closely and enable the expertise of their resources to support women to ride vehicles and find sustainable jobs in the country. We have launched our “Women Empowerment Project”, where we will work closely with all our partners across India to enable more women to find employment opportunities. We plan to work with more mobility companies in the future and to transform the overall shared mobility space in India by bringing our financial and strategic experience from our stakeholders.”

With a common vision to focus on women’s empowerment and accelerate the number of women who ride motorcycles, MBSI co-sponsored the event with Royal Brothers. The program has received a positive response from women across the city, with many women expressing their interest in joining the program. MBSI believes that riding a motorcycle can also open a range of employment opportunities, particularly in fields such as delivery and transportation.

MBSI aims to increase the usage of vehicles on shared/rental platforms, create employment opportunities, and contribute towards improving people’s quality of life in India. The company aims to generate higher levels of employment for the Indian youth, empower more women to earn their livelihood, and support the business growth of mobility platforms with a keen focus on maintaining a cleaner and greener environment in the country.

About MBSI: <https://www.mbiz-service.com/in/>

Moto Business Service India Private Limited is a mobility solutions company that functions in asset management and service. The company was established in March 2021 and its shareholders include Yamaha Motor Co., Ltd, Japan, and Yamaha Motor Biz Partner Co., Ltd, Japan.

Yamaha Motor (TOKYO: 7272) is a world-leading enterprise manufacturing land-mobility such as motorcycles, all-terrain vehicles, and electrically power-assisted bicycles, marine products such as boats and outboard motors, robotics products such as surface mounters and drones, as well as engagement in the finance business. The company’s diverse businesses and a wide variety of products are built around its proprietary technologies focused on powertrain, chassis and hull, electronic control, and manufacturing technologies. Yamaha Motor operates global development, production, and sales networks through 140 subsidiaries and equity-method affiliates in 30 countries and regions, working to realize our Corporate Mission of being a “Kando* Creating Company.”

*Kando is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that we experience when we encounter something of exceptional value.

About Royal Brothers: <https://www.royalbrothers.com/>

Royal Brothers is a mobility solutions provider. Founded in 2015, the company is India's largest mobility solutions provider, bridging the gap between the nascent rental economy and the needs of the millennials. Their core belief that one can create a shared economy with the concept of 'why buy when you can rent' struck a chord with millennials and believers of the shared economy. Royal Brothers were also the first company with a bike rental license for Karnataka, Kerala, Gujarat, and Andhra Pradesh.

In 2019, angel investors invested in the primary rounds taking the company from a bootstrapped to a funded venture currently operational in Karnataka, Kerala, Gujarat, Andhra Pradesh, Odisha, Rajasthan, and Telangana. They booked their first fleet of five Royal Enfield with their first five customers in 2015 and through the years have expanded their fleet to over 4,000 motorcycles across CCs and brands. At Royal Brothers, one is spoilt for choice, as they offer powerful engines, such as Triumph, Harley Davidson, and Royal Enfield motorcycles. Benelli, KTM, and Bajaj motorcycles are available for adrenaline junkies while scooter fans can opt for the ever-reliable Yamaha Fascino, Honda Activa as well as Suzuki Access, and Aprilia SR 150 to name a few.



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Source : Royal Brothers - Bike Rentals

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