



EagleRider India introduces Academy for women riders

New Delhi, 27th November: EagleRider India, in association with **M3M India**, successfully conducted its first exclusive motorcycle training intervention, enabling a new generation of women riders to be ride ready. EagleRider India academy along with M3M India aims at promoting the love for riding in the capital and is ensuring that woman riders in Delhi ride with new confidence. The academy aims at providing a platform for women to understand their motorcycles and interact with seasoned riders in a controlled environment.

EagleRider India Academy is a classroom and outdoor riding experience inclusive of 10 hours of training and a highway breakfast ride. This unique initiative empowers women to learn safe two-wheeler riding in a single day. The training course focuses on understanding the machine and the safety gear; all the basics of how to start a motorcycle, controlling gear & clutch, manoeuvring, handling street and highway challenges. EagleRider India provides motorcycles along with protective gear to the participants and this academy is not restricted to teaching women only.

Mr. Samar JS Sodhi, Founder Big Motorcycle Company, Franchise Owner EagleRider India said, *"The EagleRider Academy is a sincere effort to give back to passionate riders with seasoned quality training and interactive sessions. EagleRider Academy is committed to deliver exceptional experiences to the riding community. We want the Academy to emerge as an enabler for every woman in Delhi who desires to learn the joy of riding in a controlled and safe environment."*

Commenting on the EagleRider India academy, **M3M India** spokesperson, said that it would make the new generation women well-acquainted with riding motorbikes. "We are proud to be associated with EagleRider India academy as its philosophy blends with our ideology. We appreciate their unique initiative to make passionate riders confident, especially women riders," he said.

Recounting her experience at the EagleRider Academy, xxx said, "xxx."

To learn riding at EagleRider Academy, any women above 18 years of age with a will to ride, can drop a mail with their details on the e-mail id: **mandy@eagleriderindia.com** and the team will get in touch with them and help them learn two-wheeler riding at the M3M Experia – Sales Gallery at Sector 65, Golf Course Road Extn. The basic criteria to enrol is knowing how to ride a bicycle; a valid motorcycling license and the love for motorcycles.

Learn the joy of riding in a safe and controlled environment

Follow **EagleRider India's** journey on social media: **#WeRentDreams #EagleRiderIndia**

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To learn more about **EagleRider India**, please visit www.eagleriderindia.com or www.eaglerider.com/new-delhi



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ABOUT

EAGLERIDER

INDIA

[EagleRider India](#) is an extension of the global conglomerate that the EagleRider Group now is. With over two decades of existence, EagleRider revolutionized the concept of bike rentals, becoming the world's largest luxury motorcycle tour company. With an enviable fleet of Harley-Davidson®, Triumph®, Royal Enfield®, [EagleRider India](#) takes care of the needs of every motorcycle enthusiast. The guided motorcycle tours are tailor-made to not just suit their travel interests but also help them explore the country landscapes in the best way possible.

Apart from well thought out tours, guided or for self-drive, EagleRider India also provides a host of services like timely shuttle services, experienced riders as guides, state of the art technologies and luxurious hotel stays, all part of the packages. EagleRider India's exclusive brand and hospitality partners are bound to make the travel experience even more enriching.

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Pioneering the motorcycle rental concept in 1992, [EagleRider](#) has since grown to become a motorcycle experience industry leader, fulfilling dreams of thousands of motorcyclists worldwide. EagleRider's vast network of locations allows the company to offer a variety of motorcycle travel options and a [Club EagleRider membership](#) program - the first of its kind in the motorcycle industry. With EagleRider, motorcyclists have the option to select from a fleet of Harley-Davidson®, Indian Motorcycle®, Honda®, Triumph®, BMW® motorcycles and Polaris® Slingshot. EagleRider has grown from four motorcycles in a home garage to a global company with thousands of motorcycles for rent, hundreds of tour options (guided, self-drive or custom), [motorcycle sales](#) and servicing and [exclusive apparel lines](#).

About M3M Group

M3M is one of the fastest growing real estate development conglomerate with a philosophy that strives for excellence in everything it does. M3M Group stands for 'Magnificence in the Trinity of Men, Materials and Money'. Group's portfolio comprises of landmark projects in various real estate verticals such as residential, commercial, educational, IT/SEZ, entertainment and hospitality. The group has a land bank of around 800 hectares (2000 acres) across the high growth corridors of NCR, aggregating to a revenue potential of more than ₹ 34,000 crores.

M3M is currently giving shape to 18 iconic projects, these project are in advanced stages of development. The motto of the company is "quality, timely delivery and excellence". Features like innovative, unique and unparalleled concepts, multi-dimensional realty solutions and unmatched high service standards, give it a distinguished identity in the industry. With prestigious awards and accolades to its credit, M3M has achieved a lot just in a short span of time. With a long term and futuristic approach, M3M is also expanding its footprints in international market.