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Steelbird Strengthens Tamil Nadu Presence with New Rider Shop in Chennai

CHENNAI – 17 Nov, 2026 Steelbird Hi-Tech India Ltd., one of India's leading helmet manufacturers, has expanded its retail presence in Tamil Nadu with the inauguration of SAHARAA HELMETS, an exclusive Steelbird Rider Shop in Thousand Lights, Chennai.

The new outlet aims to bring Steelbird's extensive range of helmets and riding accessories closer to two-wheeler riders in Chennai and neighbouring areas. Customers can explore a diverse portfolio of helmets catering to different riding preferences, styles and budgets, along with riding accessories under one roof.

Commenting on the launch, Rajeev Kapur, Managing Director, Steelbird Hi-Tech India Ltd., said, "Our exclusive Rider Shop network is an important part of our commitment to making quality helmets and riding accessories accessible across India. The opening of SAHARAA HELMETS in Chennai strengthens our presence in Tamil Nadu and enables us to connect more closely with customers while promoting helmet quality, rider protection and responsible riding."



Steelbird is steadily expanding its exclusive Rider Shop network, with an ambitious roadmap to establish 1,000 outlets by 2027. The expansion focuses on Tier-2, Tier-3 and emerging markets, strengthening organised retail and improving customer access.

The launch reinforces Steelbird's commitment to retail expansion, customer engagement and promoting road safety awareness across India.