

Chief Secretary Inaugurates Royal Enfield Himalayan Basecamp in Leh

Leh, September 4, 2026: Chief Secretary, Union Territory of Ladakh, Ashish Kundra, today inaugurated the Royal Enfield Himalayan Basecamp at Chuchot Ground, Leh, in the presence of former Member of Parliament Jamyang Tsering Namgyal, Secretary, Transport, Arava Gopi Krishna, and Secretary, Tourism, Sanjeet Rodrigues. The event was organised by Ladakh Bike Rental Cooperative Limited in association with Royal Enfield, a unit of Eicher Motors Limited.

The event brought together prominent automotive and lifestyle media representatives from across the country to showcase Ladakh's potential as a leading destination for adventure and sustainable motorcycle tourism. The initiative seeks to promote the region's distinctive landscapes, cultural heritage and growing opportunities in responsible and experiential tourism.

Addressing the media, Chief Secretary Ashish Kundra said Ladakh has established itself as a popular destination among motorcycle enthusiasts, with its high-altitude landscapes, mountain roads and unique natural and cultural experiences attracting bikers from across the country. He said the Himalayan Basecamp initiative provides a common space for the biking community to connect, relax and experience the distinctive spirit and flavours of Ladakh.

The Chief Secretary appreciated the association of Royal Enfield with the initiative and described the Basecamp as a promising beginning towards creating a dedicated platform for the motorcycle community. He expressed confidence that the initiative could be developed on a larger scale in the future, with greater participation from across the country and internationally. He also emphasised the potential of such initiatives to complement Ladakh's tourism promotion efforts and further strengthen adventure and motorcycle tourism as an important component of the region's tourism ecosystem.

During the event, the Chief Secretary visited various stalls and interacted with participating organisations and exhibitors. The displays featured Ladakh's traditional products, including pashmina, jackets and local handicrafts, along with motorcycles, riding gear and helmets carrying road-safety messages.

Paintings, wall art, tapestries and other creative works inspired by Ladakh and the Himalayan landscape were also showcased.

He also reviewed the motorcycle and adventure-tourism attractions, including new motorcycle models, café and camping facilities, navigation activities and other experiences set up at the venue. He interacted with the organisers and participants and appreciated the initiative for bringing together motorcycle tourism, local products, culture and experiential travel on a common platform.

The event highlighted Ladakh's growing adventure-tourism ecosystem while providing an opportunity to showcase local talent, products and cultural elements to visitors and media representatives from across the country.

The Chief Secretary was accompanied by representatives of Royal Enfield and other concerned officials.

