



## **RESEARCH PAPER**

*Reviving the Road — Heritage Vehicle Customisation for the Chambal Belt*

---

Prepared by: Baaghi Customs  
Chambal Region, Madhya Pradesh, India  
Est. 2025 | Version 1.0 | Confidential

---

# TABLE OF CONTENTS

---

- Abstract
  - **1. Introduction**
  - **2. Problem Statement**
  - **3. Accessories Analysis — Design Reference Builds**
  - **4. Market Opportunity**
  - **5. Product & Service Offering**
  - **6. Design Philosophy: "Ancient Chambal, Modern Road"**
  - **7. Competitive Landscape**
  - **8. Business Model**
  - Build Reference Photography
  - **9. Social & Cultural Impact**
  - **10. Development Roadmap**
  - **11. Conclusion**
  - References & Sources
-

## **ABSTRACT**

---

Baaghi Customs is a startup specialising in the modification and customisation of Royal Enfield Bullets — engineered for the rugged terrain, climate, and cultural identity of the Chambal region of Madhya Pradesh, India. This paper presents a comprehensive market analysis, cultural rationale, technical product approach, accessories study, and phased business model, positioning Baaghi Customs as India's first geographically rooted moto-heritage customisation brand.

The paper argues that by merging functional performance engineering with an authentic Chambal aesthetic — drawing from Rajput warrior traditions, dacoit folklore, and rustic artisan craftsmanship — Baaghi Customs addresses a unique, commercially underserved niche in India's rapidly growing vehicle customisation industry. Reference builds and design inspiration sources included herein demonstrate the brand's visual vocabulary: aged leather tank wraps, military matte paint, brass compass instruments, jute rope lashing, diamond-quilted seats, and earthy tonal palettes rooted in the Chambal landscape.

---

# 1. INTRODUCTION

---

India's vehicle customisation market has expanded significantly over the past decade, driven by rising disposable incomes, a motorcycle lifestyle movement, and the aspirational power of social media content reaching tier-2 and tier-3 cities. Despite this growth, the overwhelming majority of customisation culture in India remains either Western-influenced — choppers, cafe racers, bobbers — or broadly urban in character, with little connection to India's rich and diverse regional identities.

The Chambal region — spanning Morena, Bhind, Gwalior, and Sheopur districts of Madhya Pradesh, as well as adjoining parts of Rajasthan and Uttar Pradesh — is one of India's most historically charged landscapes. Known for its ravines (beehads), Rajput warrior heritage, dacoit folklore, and rich folk craft traditions, Chambal holds a cultural identity that is powerful, distinct, and entirely absent from the vehicle customisation market.

Baaghi Customs was founded to close this gap. The startup modifies two-wheelers to perform better on Chambal's demanding terrain while clothing them in the authentic visual language of the region's ancient history. The name "Baaghi" — meaning rebel or insurgent in Hindi — is a direct and deliberate nod to the Chambal story.

## 2. PROBLEM STATEMENT

---

Riders in the Chambal region face two distinct but interconnected challenges that no existing product or service adequately addresses.

### 2.1 Functional Challenge

Chambal's terrain comprises uneven kuccha roads, deep ravine tracks, dusty plains, and an extreme climate — summers exceeding 45°C and cold, fog-dense winters. Stock two-wheelers are simply not engineered for these conditions. Riders endure poor ergonomics on long cross-country stretches, inadequate suspension on ravine paths, minimal storage for rural utility loads, and insufficient protection from dust and heat ingress into mechanical systems.

### 2.2 Cultural Challenge

Chambal riders carry a fierce and distinct regional pride and a desire to project it visually through their vehicles. Existing customisation options — generic urban shops or distant metro workshops in Gwalior or Agra — offer no design vocabulary connected to Chambal's heritage. There is nothing commercially available that reflects Rajput warrior iconography, Chambal folk art, or the region's raw, ancient personality.

Baaghi Customs resolves both challenges simultaneously: engineering bikes for Chambal terrain and dressing them in the aesthetic identity of Chambal culture.

### 3. ACCESSORIES ANALYSIS — DESIGN REFERENCE BUILDS

---

The two reference builds below were analysed to identify the key accessories, materials, and design principles that Baaghi Customs draws from in developing its heritage aesthetic. Both builds demonstrate a military-Rajput fusion aesthetic — functional utility combined with raw, ancient visual language — that maps directly onto Chambal's cultural identity.



*Reference Build A — Studio shot: Military olive-green heritage build with leather saddlebag, leather front apron, springer fork, star tank emblem, and matte wrap-around exhaust.*



Reference Build B — Outdoor shot: Same aesthetic in the field — rear leather saddlebag, jute rope lashing, bamboo pole, military helmet, olive tank with star emblem, and low dual exhaust.

### 3.1 Identified Accessories & Design Elements

The following table documents every accessory and design element identified in these reference builds, with a description of its function and its specific relevance to the Baaghi Customs Chambal design language.

| Accessory                   | Description & Function                                                                                                    | Chambal Relevance                                                          |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Leather Saddlebag</b>    | Hand-stitched distressed brown leather bag mounted on rear rack. Buckle-fastened with dual compartments for gear storage. | Essential for long ravine rides; echoes traditional Rajput travel pouches. |
| <b>Jute Rope Lashing</b>    | Natural jute rope tied around the rear frame and rack, securing additional cargo and adding a raw, tactile texture.       | Dacoit-era aesthetic; signals resourcefulness and ruggedness.              |
| <b>Leather Front Shield</b> | Wide brown leather apron-style front fender wrap protecting the rider from dust, debris, and mud splash.                  | Practical for kuccha roads; references Rajput leather armour.              |
| <b>Military Matte Paint</b> | Flat olive-green / gunmetal grey full-body paint with zero gloss. Conceals wear and road dust naturally.                  | Chambal terrain camouflage; warrior aesthetic.                             |

| Accessory                        | Description & Function                                                                                               | Chambal Relevance                                                |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <b>Star Emblem Tank</b>          | Single white star stencilled on the fuel tank — a classic military insignia used for identity marking.               | Bold visual anchor; Rajput battle standard reference.            |
| <b>Springer Front Fork</b>       | Exposed coil-spring front suspension system providing visual drama and additional ground clearance on rough terrain. | Essential for ravine tracks; mechanical heritage aesthetic.      |
| <b>Vintage Round Headlamp</b>    | Chrome-ringed circular headlamp mounted high on the fork. Minimal modern hardware, all classic form.                 | Antique Bullet character; night riding in remote Chambal.        |
| <b>Military Helmet (carried)</b> | Olive drab steel combat helmet strapped to the rear seat. Functional riding gear carried as part of the load.        | Warrior identity; practical head protection on remote roads.     |
| <b>Bamboo / Wooden Pole</b>      | Wooden rod or bamboo staff lashed horizontally across the rear rack, securing rolled maps or tools.                  | Dacoit lore; Chambal jungle navigation imagery.                  |
| <b>Wrap-Around Exhaust</b>       | Black powder-coated dual exhaust pipes routed low along the frame with a matte finish.                               | Raw, functional look; heat management in summer heat.            |
| <b>Minimalist Leather Seat</b>   | Single flat saddle with hand-stitched brown leather, no padding bulk — pure rider-forward stance.                    | Long-distance Chambal riding posture; traditional craftsmanship. |

### 3.2 Design Principles Extracted

From the above analysis, six core design principles define the Baaghi Customs aesthetic approach:

- **Material Authenticity** — Every surface material must be genuine: real leather, natural jute, raw brass, matte metal. No plastic imitations of heritage materials.
- **Functional Ornamentation** — Every aesthetic element must also serve a purpose. Rope lashes cargo. Leather shields from dust. Brass fittings reinforce joints. Form and function are never separated.
- **Military-Rajput Fusion** — The warrior identity of Chambal sits at the intersection of Rajput honour culture and frontier survival discipline. Both are expressed simultaneously in every build.
- **Terrain-First Engineering** — Visual choices are always secondary to performance requirements. The bike must first work in the beehad; only then does it become beautiful.
- **Patina Over Polish** — Aged, worn, weathered finishes are preferred over shine. A Baaghi Customs build should look like it has already lived a life on the road.

- Regional Colour Palette — Olive, rust, ochre, bone white, aged brass, deep maroon. The colour language of Chambal earth, stone, and sunset.

## 4. MARKET OPPORTUNITY

---

### 4.1 India's Vehicle Customisation Industry

India's vehicle aftermarket — spanning accessories, modifications, and bespoke customisation — was valued at approximately INR 40,000 crore in 2023 and is projected to grow at a CAGR of 11 to 13 percent through 2028 (ACMA, 2023). Within this sector, two-wheeler customisation is the fastest-growing segment, driven by Royal Enfield's community culture and the rise of moto-lifestyle digital content across YouTube, Instagram, and regional language platforms.

Royal Enfield reported over 900,000 units sold in FY2023, with a significant and growing share going to tier-2 and tier-3 cities — precisely the geography Baaghi Customs serves. The company's own accessories division has shown double-digit annual growth, confirming that Chambal-belt riders are already investing meaningfully in personalising their machines beyond factory specification.

### 4.2 The Chambal Market

The Chambal belt is home to approximately 12 million people across Morena, Bhind, Gwalior, and Sheopur districts. Motorcycle ownership is high, with two-wheelers constituting the dominant mode of personal and commercial transport. Royal Enfield Bullet ownership functions as a social status marker for young men in the region, making it the natural and exclusive focus of Baaghi Customs' customisation work.

There is presently no formal customisation workshop in this region offering both performance engineering and heritage-driven design. The nearest established shops are in Gwalior or Agra, creating both a geographic service gap and a concentrated pool of aspirational, underserved demand.

### 4.3 Target Customer Segments

Baaghi Customs targets three primary customer groups. First, the aspirational young rider aged 18 to 35 who owns a Bullet and wants to express regional identity through his vehicle — active on social media and willing to invest INR 20,000 to 80,000 on a meaningful customisation. Second, the working rural rider who needs practical performance upgrades — suspension, ergonomics, and storage — at the Kisan Build price point. Third, motorcycle tourists and cultural enthusiasts visiting Chambal for its history and landscape, representing strong referral and media value.

## 5. PRODUCT & SERVICE OFFERING

---

### 5.1 Comfort & Performance Modifications

Every Baaghi Customs build begins with functional engineering suited to Chambal conditions. Standard modifications include long-travel suspension upgrades for ravine and unpaved road performance, ergonomic handlebar repositioning and custom-foam seating for long-distance comfort, heavy-duty mudguards and sealed chain covers for dust and mud protection, reinforced footpegs and integrated cargo mounts for rural utility loads, and engine airflow modifications for heat management in extreme summer temperatures.

### 5.2 Heritage Aesthetic Design Language

The visual identity of every Baaghi Customs build draws from Chambal's layered cultural and historical heritage. Design references include Rajput warrior iconography — swords, shields, horses, and armour patterns; traditional Chambal folk art motifs; stone carving styles from Gwalior Fort and the Bateshwar temple complex; earthy colour palettes (ochre, rust, maroon, bone white, aged brass); and antique leather and metalwork craft inspired by Rajasthani artisanship.

Signature build elements include hand-stitched aged leather tank wraps with integrated storage pockets, mounted brass nautical compasses, diamond-quilted leather seats with gold-embossed branding, jute rope detailing on frames and forks, antique brass hardware throughout, side-mounted utility canisters in brushed brass finish, and custom heritage graphics.

### 5.3 Service Tiers

The Kisan Build is the entry-level functional package covering suspension, ergonomics, and utility modifications, priced between INR 8,000 and 18,000. The Baaghi Build combines functional upgrades with partial heritage aesthetic elements, priced between INR 20,000 and 40,000. The Zamindaar Build is the full-customisation premium package — handcrafted leather, brass metalwork, heritage repaint, custom seating, and bespoke detailing — priced between INR 45,000 and 80,000 depending on base vehicle and scope.

## **6. DESIGN PHILOSOPHY: "ANCIENT CHAMBAL, MODERN ROAD"**

---

The core design philosophy of Baaghi Customs can be expressed in a single sentence: make a machine look as though it has always belonged to this land.

Chambal possesses a visual vocabulary that no commercial product has ever claimed. The rough-hewn stone of its ravine walls. The ornate carvings of its Rajput forts. The rust and ochre of its earth. The image of a rebel riding through the beehad at dawn. These references speak immediately and powerfully to anyone who comes from this region — and they have never been applied to a vehicle until now.

Baaghi Customs works with local artisans — leather craftspeople, metal embossers, and folk painters — to translate this vocabulary onto two-wheelers. The result is builds that are genuinely original and beautiful, while simultaneously generating income for traditional craftspeople and preserving artisan skills at risk of disappearing in the shift to industrial production.

Each Baaghi build is, in essence, a mobile piece of Chambal heritage — an object that carries the region's identity wherever it travels. This is not merely a product. It is a declaration.

## 7. COMPETITIVE LANDSCAPE

---

Baaghi Customs operates with few direct competitors, owing to its geographic and cultural specificity. Nationally, established names such as Eimor Customs, Bulleteer Customs, and Maratha Customs command strong reputations but operate exclusively from metros — Chennai, Mumbai, and Pune — with urban clientele and Western-influenced aesthetics. None have Chambal identity, cultural presence, or artisan networks in the region.

Regionally, informal mechanics in Morena and Bhind perform basic modifications — paint jobs, seat swaps, handlebar changes — competing on price alone with no design differentiation or brand value. They cannot replicate the craft quality, cultural depth, or brand story that Baaghi Customs has built from its Gwalior flagship.

Baaghi Customs' primary and durable competitive advantage is its position as the first and only moto-heritage customisation brand rooted in authentic Chambal identity. This position cannot be credibly replicated by any external competitor without the cultural knowledge, local artisan relationships, and geographic authenticity that Baaghi Customs brings from within the region itself.

## 8. BUSINESS MODEL

---

Baaghi Customs operates a workshop-first model, beginning with a flagship workshop and brand experience space in Gwalior, MP — chosen for its strong Royal Enfield dealership presence, higher footfall, proximity to Gwalior Fort (a key Rajput heritage site), and better connectivity for tourists and media visitors across the Chambal belt — and expanding through satellite workshops in Morena, Bhind, and Sheopur over three years.

Primary revenue is generated through direct customisation services across the three build tiers. Secondary revenue streams include branded merchandise sales (leather goods, accessories, and apparel), referral partnerships with Royal Enfield dealerships for post-purchase customisation packages, and future digital accessory sales for pan-India fulfilment.

The flagship Gwalior workshop will also serve as a brand experience destination — a cultural space positioned near the historic Gwalior Fort where Chambal's moto identity can be seen, documented, and celebrated by riders, tourists, and media. This experiential layer generates organic media interest, word-of-mouth referrals, and tourist footfall at minimal ongoing cost.

## BUILD REFERENCE PHOTOGRAPHY



Figure A — Baaghi Customs signature Royal Enfield heritage build. Aged leather tank wrap with brass compass, jute rope frame detailing, gold-accented engine covers, side brass fuel canister, and hand-stitched branded seat.



*Figure B — Signature diamond-quilted leather seat with gold-embossed BAAGHI CUSTOMS branding. Hand-stitched saddle-brown leather on Royal Enfield Bullet.*



*Figure C — Heritage leather tank wrap with integrated brass nautical compass, zippered storage pockets, brass rivets, and fuel cap access cutout.*

## 9. SOCIAL & CULTURAL IMPACT

---

Baaghi Customs is as much a cultural project as it is a commercial enterprise. The Chambal region has long been defined in the national imagination by poverty, neglect, and dacoit history. Baaghi Customs consciously reframes this narrative — taking ownership of Chambal's raw, rebellious spirit and transforming it into something beautiful, aspirational, and commercially celebrated.

By employing local artisans, sourcing from regional suppliers, and drawing design inspiration entirely from local history, Baaghi Customs generates direct economic and cultural value in a historically underserved area. It gives young people from Chambal a new kind of pride — not imported from elsewhere, but rooted deeply in where they are from.

The craft preservation dimension is equally significant. The leather workers, brass embossers, and folk painters employed by Baaghi Customs practice traditions with no other meaningful commercial market in the region. Without patronage from ventures like Baaghi Customs, these skills risk extinction within a generation. Each build is therefore also an act of living craft documentation and regional cultural preservation.

## 10. DEVELOPMENT ROADMAP

---

### **Phase 1 — Foundation (Year 1)**

Establish the flagship workshop and brand experience studio in Gwalior, MP. Complete 20 to 30 showcase builds across all three tiers to define the visual standard and build a strong portfolio. Launch Instagram and YouTube content strategy, leveraging Gwalior Fort as a backdrop for build photography. Onboard two core artisan partners — one leather craftsman and one metalsmith. Target 80 to 120 paid customisations with projected revenue of INR 18 to 25 lakh.

### **Phase 2 — Expansion (Year 2)**

Open satellite workshops in Morena and Bhind, bringing Baaghi Customs closer to the core Chambal belt. Launch the Baaghi branded merchandise line — leather goods, accessories, and apparel. Formalise referral partnerships with Royal Enfield dealerships in Gwalior and Morena. Initiate regional media outreach. Target 200 to 280 modifications and INR 35 to 50 lakh in annual revenue.

### **Phase 3 — Scale & National Visibility (Year 3)**

Expand to Sheopur and Agra. Begin a franchised satellite model for partner-operated workshops across the wider Chambal region. Leverage Gwalior's tourism and media profile for national brand visibility. Explore digital accessory sales for pan-India fulfilment. Seek national media placement and a formal Royal Enfield brand collaboration. Target INR 1 crore in annual revenue and recognition as India's definitive regional moto-heritage brand.

## 11. CONCLUSION

---

Baaghi Customs represents a convergence of cultural identity, practical engineering, and genuine entrepreneurial opportunity. By rooting its product deeply and authentically in Chambal, it builds a brand moat that no outsider can credibly replicate. By solving a real problem for Chambal riders — comfort and performance on demanding terrain — it earns its value proposition far beyond aesthetics. And by executing both with craft, intention, and cultural depth, it creates something that transcends the category of vehicle modification entirely.

The builds in this paper are not motorcycles with paint jobs. They are machines that carry a place's identity. They say, loudly and unapologetically, that Chambal is here — that its culture is beautiful, its people are proud, and its road ahead is entirely its own. That is Baaghi Customs.

---

## REFERENCES & SOURCES

---

1. Society of Indian Automobile Manufacturers (SIAM) — Annual Industry Report, 2023–24
2. Automotive Component Manufacturers Association (ACMA) — India Vehicle Aftermarket Forecast, 2023
3. Eicher Motors Ltd. — Royal Enfield Annual Report, 2022–23
4. Government of Madhya Pradesh, Planning Commission — Chambal Region Socio-Economic Survey
5. Madhya Pradesh Tourism Board — Heritage of Chambal: Regional Cultural Documentation
6. Archaeological Survey of India — Rajput Architecture and Iconography of Gwalior Fort
7. ET Auto — India's Growing Two-Wheeler Customisation Culture, October 2023
8. CRISIL Research — Rural Two-Wheeler Market in Central India, 2022
9. Wildlife Institute of India — National Chambal Sanctuary Regional Tourism Data, 2023
10. Ministry of Textiles, Government of India — Traditional Craft Industries of Madhya Pradesh