

# Steelbird to set up helmet manufacturing plant in Hosur

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Steelbird Hi-Tech India is planning to invest ₹250 crore to set up a helmet manufacturing plant in Tamil Nadu. The new facility is aimed at augmenting the pan-India capacity of the New Delhi-based helmet maker and cater to its growing business in the southern market.

“The brand is scouting for land near Hosur to set up the ninth manufacturing facility in India and our first one in South India,” Rajeev Kapur, MD, Steelbird Helmets, told *businessline*.

## **HOSUR PLANT**

Steelbird currently has four manufacturing plants each in Himachal Pradesh and Uttar Pradesh. Kapur said the Hosur plant can produce 20,000 helmets per day once it is scaled up to full capacity.



Rajeev Kapur, MD,  
Steelbird Helmets

He added that the company expects a total capex outlay of ₹250 crore for the Hosur plant and will invest ₹100 crore in phase 1.

In the South, Steelbird supplies helmets to major OEMs such as Ola, Yamaha, Royal Enfield and TVS.

Pegging the organised helmet industry size at ₹2,000 crore, Kapur said the industry is projected to grow at a CAGR of 13.2 per cent.