

Royal Enfield celebrates its long-standing association with the Indian Army with a special commemorative sculpture - the 'Tornadoes Wall' in Bengaluru

Launches the limited edition 'Tornadoes' themed apparel and merchandise range for enthusiasts

Bengaluru, May 10th 2022: Royal Enfield celebrated its long-standing association with the Indian Army with a special commemorative sculpture - the "Tornadoes Wall". The structure was inaugurated on May 7th, 2022 by Lt Gen MKS Yadav, SM, DGST and Mr. Jayapradeep V, Head-Business Markets, India+, Royal Enfield. The inauguration was also attended by Mr Tejender Singh Baoni, the sculptor of the monument. The Tornadoes Wall is a mark of respect to the unrelenting valor and bravery of the soldiers of the Indian Army which stands tall in the Centre of Bengaluru. The team also unveiled the Tornadoes Coffee Table Book, which illustrates the rich history and achievements of the team since its inception.

Royal Enfield has been associated with the Indian Armed Forces since 1952 when it first started providing motorcycles to the Indian army. Till today, Royal Enfield continues to be the largest supplier of motorcycles to the armed forces and has also played a vital role in Tornadoes history, when the team performed their first stunt on a Royal Enfield Bullet 350 in 1967.

A tribute to the undying spirit of the Tornadoes team of the armed forces, Royal Enfield has also designed and launched the Tornadoes collection - a limited edition apparel range inspired by the valor, pride, patriotism that fuels passion in the hearts of our fellow riders. Royal Enfield introduced the "Tornadoes" themed apparel and merchandise range for enthusiasts who can now proudly own a part of their story.

The Tornadoes Collection includes a special range of protective apparel exclusively designed and available for the Army Service Corps (ASC) team, for them to perform their stunts safely, and a range of graphic t-shirts, full sleeve t-shirts, sweatshirts, shirts, jackets, trousers, caps, headgear and mugs, designed for motorcycling enthusiasts and ones who aspire to associate with Tornadoes and the Royal Enfield brand. Priced from INR 350 to INR 5900, the collection is available at all leading Royal Enfield stores, Shoppers Stop, Central and Globus stores across India and online at store.royalenfield.com and Amazon.com.

About Royal Enfield

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible, and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes the all-new Classic 350, Meteor 350 - the easy-cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, Scram 411 and the iconic Bullet 350 and Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a

local, regional and international level. Most notable are Rider Mania, an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey, a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through 1033 large format dealerships and 1038 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centers, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 17% growth year-on-year for the last 5 years and sales in international markets up 96% in 2019-20, Royal Enfield is the leader in the global mid-size motorcycle market.

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