

Royal Enfield partners Earth Day Network, Plastics for Change, Waste Warriors, LEDeg and other change makers to initiate a pan-India Clean-up ride on World Environment Day

- Uniting communities around the country, with a key focus on the Himalayas, to influence positive behaviour change
- Aimed at mobilising 2000 plus riders and citizen volunteers participating across 39 locations in India supported by 16 rider clubs

New Delhi, June 5, 2022: Waste generation and its improper disposal has been a cause of growing concern globally. A problem far more exacerbated in developing countries, irresponsible disposal of waste is known to create serious health, safety, and environmental consequences. Royal Enfield, the global leader in the mid size motorcycling segment (250-750 cc) has been making concerted efforts towards the regeneration of the Himalayan landscape. The motorcycle maker has been actively involved and undertaken significant steps to provide holistic solid waste management solutions in the region. To further its commitment towards raising awareness and influencing behavioural change on the issue, Royal Enfield organised a pan-India Clean-up Ride on the occasion of World Environment Day today. Observed across 17 states and 5 union territories, the ride saw the participation of over 2000 Royal Enfield riders and citizen volunteers with a focus on uniting communities around the country to demonstrate concern towards efficient waste management. The rideouts across different regions were flagged off by eminent personalities including Bhaichung Bhutia, Former Captain, Indian National Football Team, and Tsewang Namgail, Wildlife Biologist & Scientist, Venerable Konchok Paldan, Buddhist Scholar.

The pan India Clean-up Ride was organised with a purpose to promote as well as encourage environmental awareness and facilitate discussions on waste management and associated issues by encouraging and coordinating clean-up campaigns and other activities at the community level in selected states led by the Himalayan ecosystem. As a part of this initiative, Royal Enfield riders along with select NGO partners and volunteers came together to clean up designated/popular sites, while ensuring disposal of the collected waste is managed responsibly. The identified sites across cities included areas such as beaches, waterways, parks and other highly frequented public spaces. The initiative encouraged citizens to take greater care of their community areas on an ongoing basis with an aim to elevate health, sanitation and safety standards.

Some of the key regions covered with the initiative included Jammu & Kashmir, Punjab, Uttarakhand, Himachal Pradesh and Delhi in North; Madhya Pradesh in Central India; Assam, West Bengal and Sikkim in East; Karnataka, Andhra Pradesh and Tamil Nadu in South and Goa in Western India. Royal Enfield was supported in this Clean Up ride by civil society organisations such as Snow Leopard Trust, Earth Day Network, Waste Warriors, The Midway Journey, Football Foundation Bhaichung, Plastics for Change and Responsible Earth organisation among others.

Royal Enfield is working relentlessly towards encouraging riders to travel responsibly especially with its marquee rides to the Ladakh region, which have positively impacted the livelihood of local communities. As part of its Social Mission, 'Responsible Travel' Royal Enfield also works closely with local administrations to monitor waste management in these regions. Royal Enfield has set up two waste management centres (Tsangda) in Ladakh, one in Kharu and one in Pangong in collaboration with local authorities. From partnering with NGO, Waste Warriors, to activate and empower local heroes in the non revenue villages around Jim Corbett Tiger Reserve in the north, to supporting the forest departments with expertise and infrastructure to manage waste in Anamalai and Mudumalai forest reserves in the south, Royal Enfield aims to create efficient, sustainable and replicable models of Solid Waste management across the country and the globe.

Hashtags to be used:

#OnlyOneEarth

#LeaveEveryPlaceBetter

#WorldEnvironmentDay

#RECleanUpRide

#RoyalEnfield

#PureMotorcycling

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 Meteor 350 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 centres, 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.

For further information, please contact:

Swati Sundareswaran | swati@royalenfield.com

Prateek Sharma | prateeksharma@royalenfield.com