

News monitored for: Royal Enfield

Royal Enfield sets Hunter on the prowl in global markets as supply-chain issues ease

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Royal Enfield Motors, part of Eicher Motors, said the company is gearing up to meet the growing demand both the domestic and export markets as supply chain-related issues have eased.

While the company has a strong order book, its recently launched bike, Hunter 350, has seen good response. The company has produced more than 50,000 units of Hunter since its introduction in August.

OUTSTANDING RESPONSE

“From the time we launched the bike, Hunter has received an outstanding response, and every day the number is growing,” B Govindarajan, CEO, Royal Enfield Motors, told *businessline*. across India. “We always explore whether there



GEARING UP. B Govindarajan, CEO, Royal Enfield Motors says the Hunter 350 has got an outstanding response.

is an adjacency to every product to meet some specific requirements of buyers,” he

added. Meanwhile, Royal Enfield says that by and large, the semiconductor shortage

issue is under control and it is not a headwind now. “Supply chain stability is coming gradually, and we are also ramping up,” says Govindarajan.

Royal Enfield produces about 3,100 units per day. However, with some debottlenecking, it can ramp up the capacity to 3,500–3,600 units a day, though its total capacity is 4,000 units a day. Govindarajan said the company has started shipments of the new Hunter 350 to Europe and will soon ship to Asia-Pacific and North American markets.

With a strong product lineup, Royal Enfield witnessed four-fold growth in international markets over three years. In most markets where it has a presence, the company is inching towards securing a 10 per cent market share in the mid-segment motorcycle market (250cc-650cc).