

ROYAL ENFIELD REGISTERS SALES OF 73,630 FOR AUGUST 2024

New Delhi: September 1, 2024: Royal Enfield posted sales of **73,630** motorcycles in the month of August 2024 as against **77,583** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **8,006** motorcycles during the month as compared to **8,190** during the same period last year.

Speaking about the performance for the month of August 2024, **B Govindarajan, CEO, Royal Enfield** said, *"In the month of August, we launched the 2024 Classic 350, a motorcycle that beautifully carries forward our rich legacy and in striking new colourways. We are gearing up for the festive season and we're positive that our recently launched motorcycles will resonate with the riding community and we'll continue to reaffirm our commitment to delivering pure motorcycling experiences."*

MOTORCYCLES SALES	August			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
Domestic	65,624	69,393	-5%	3,31,518	3,42,626	-3%
Exports	8,006	8,190	-2%	36,284	35,780	1%
Total	73,630	77,583	-5%	3,67,802	3,78,406	-3%

Brand & Business Updates

2024 Classic 350 launched at a starting price of INR 1,99,500

Royal Enfield launched the 2024 Classic 350, staying true to its mission of accessible elegance with prices starting at INR 1,99,500*. Launched in seven striking colorways across five new variants—Heritage, Heritage Premium, Signals, Dark, and Chrome, the motorcycle integrates efficient upgrades while staying true to its signature aesthetic and character. This launch marks the beginning of the 'Year and the Decade of the Classic,' highlighted by a series of unique collaborations.

Royal Enfield X REV'IT!

Royal Enfield launched the newest addition to its robust offering of motorcycling apparel. Designed by REV'IT! for Royal Enfield, the limited edition, premium line of motorcycle apparel is anchored in Royal Enfield's commitment to design, performance and innovation. Featuring riding jackets, trousers, and gloves, each product is crafted with a focus on comfort and adaptability offering versatile features that provide motorcyclists with high-performance, stylish, and protective riding gear.

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 Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super

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Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously 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 more than 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

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