

## ROYAL ENFIELD DEBUTS IN BANGLADESH WITH MANUFACTURING & ASSEMBLY UNIT, AND FLAGSHIP STORE IN DHAKA

- *Royal Enfield begins operations in Bangladesh with the inauguration of flagship showroom in Dhaka and the launch of the Hunter 350, Meteor 350, Classic 350, and Bullet 350 | Bookings begin today*
- *Sets up Manufacturing Unit in Cumilla District, Bangladesh with 30,000 units annual capacity, to cater to and grow the burgeoning demand for premium middleweight motorcycles in the market*

**October 21, 2024, New Delhi:** Royal Enfield, the global leader in the mid-size motorcycle segment (250cc-750cc), today announced the commencement of operations of its Manufacturing Unit (*Category 2*) and flagship showroom in Bangladesh. Set up in collaboration with IFAD Motors, this announcement is a significant boost to the company's business in the SAARC region, and further reiterates Royal Enfield's commitment to Bangladesh. Located in Chaudhagram, Cumilla District, the new manufacturing facility is Royal Enfield's sixth assembly unit outside India - after Nepal, Brazil, Thailand, Colombia, and Argentina - in addition to its state-of-the-art manufacturing and ancillary facilities located in Tamil Nadu, India.

Commenting on Royal Enfield's entry into Bangladesh and the inauguration of its facilities, **Chief Commercial Officer, Royal Enfield - Yadvinder Singh Guleria** said *"At Royal Enfield, our vision is to expand the middleweight motorcycle segment globally, and our entry into Bangladesh marks another important milestone in this journey. We have steadily grown the midsize market globally with a strong foothold in key markets across Americas, Europe & Asia Pacific regions. Last year, we further strengthened our presence in SAARC by launching CKD operations in Nepal, and now we are delighted to be starting our journey in Bangladesh with the launch of our facility and retail operations in partnership with IFAD Motors"*

Also, speaking about the launch of Royal Enfield motorcycles in Bangladesh, he added, *"We are confident that Bangladesh has a potential of growth in the leisure motorcycling culture. . We are keen to further nurture and grow this riding culture and are thrilled to launch four of our iconic motorcycles—the Hunter 350, Meteor 350, Classic 350, and Bullet 350 in Bangladesh. Through localized production and assembly, we aim & commit to elevate the customer experience, improve accessibility and expand the motorcycling way of life with the Bangladesh riding community.."*

Speaking about the partnership with Royal Enfield, **Iftekar Ahmed Tipu, Chairman of IFAD Motors** said, *"We are delighted to partner with a global brand like Royal Enfield. With a strong legacy and foundation, as well as an enviable portfolio of world-class motorcycles, Royal Enfield has played an integral role in growing the global mid-size segment. As part of our growth commitment, we will expand our own and dealer retail network across Bangladesh in the coming years, helping us attract new consumers and provide our product & services closer to the customers place. We aim to offer best-in-class service & customer experience to strengthen the mid-size motorcycle segment in Bangladesh."*

Bangladesh's auto industry is the one of the largest in South Asia and is an important market for the brand especially since the recent rules and regulations allowed the sales for motorcycles upto 350cc engine capacity. The motorcycling culture has also been growing in the SAARC region and it

demonstrates a very high potential for growth in the middle-weight segment. Royal Enfield aims to establish a solid presence in Bangladesh with this market debut.

With an assembly capacity of more than 30,000 units per year, the manufacturing facility in Cumilla District is a state-of-the-art, modern facility spread over 7.83 acres that will cater to growing demand in the country. To begin with, the facility will engage in local production and assembly of four flagship models—Hunter 350, Meteor 350, Classic 350, and Bullet 350, specifically for the Bangladesh market. With this setup, Royal Enfield is committed to increase accessibility of its motorcycles in Bangladesh as well as to nurture the growing middleweight segment in the country.

The establishment of the new facility will be complemented by the set-up of Royal Enfield's first flagship showroom in Dhaka. Spread across 7866 sq.ft. this expansion aims to serve the growing base of Royal Enfield enthusiasts in Bangladesh, offering a premium sales and customer experience. With an additional 3900 sq. ft service center, it will facilitate end-to-end sales, service, and after-sales support.

To begin with, Royal Enfield will be launching the iconic Bullet 350, the timeless Classic 350, the the modern retro roadster, the Hunter 350, and the easy cruiser - Meteor 350, in Bangladesh

### **Royal Enfield Bullet 350**

The iconic Bullet 350 is not only the longest running motorcycle model in continuous production across anywhere in the world but has also been a gleaming symbol of limitless resilience and the most enduring name in the motorcycling and automotive industry. Over its remarkable lifespan the Bullet has undertaken almost every task imaginable including championing in trials and International Six Days Trials competitions, going into battle and being a loyal partner to more than a million passionate riders around the globe. The Bullet 350 will be available at a starting price of BDT 410,000\*

### **Royal Enfield Classic 350**

The Royal Enfield Classic has forever remained a motorcycle with impeccable pedigree, timeless elegance, old-world charm and distinct and unshakable character. 'Trending since 1950', the Classic has represented the culture of classic automotive design, aesthetics and engineering, and the very essence of Royal Enfield's DNA. The Classic 350 will be available in Bangladesh at a starting price of BDT 405,000\*

### **Royal Enfield Hunter 350**

Launched in 2022, the Hunter 350 is a motorcycle with cool styling, dynamic performance and modern-retro charm. Whether navigating tight spots within the urban maze, or just hanging out at the coolest neighborhoods in the city, or zipping through open roads, young riders are choosing the Hunter 350 for its swift agility and confident maneuverability. The Hunter 350 will be available in Bangladesh at a starting price of BDT 340,000\*

### **Royal Enfield Meteor 350**

The Royal Enfield Meteor 350 enjoys love and admiration amongst motorcycle enthusiasts across the globe. The Meteor 350 offers a super smooth and refined ride, in and around cityscapes or on that longer cruise out of town. Sold in more than 60 countries, the Meteor 350 is recognized as a

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thoroughbred easy cruiser by motorcycle experts and has won many accolades across the globe. The Meteor 350 will be available in Bangladesh at a starting price of BDT 435,000\*

To create an ecosystem around pure motorcycling and enhance the motorcycling experience, the store will also have an array of riding gear, helmets and lifestyle apparel. It strengthens the Pure Motorcycling way of life and allows emerging aspirants and existing loyalists to express themselves with the brand in numerous new ways. Relevance and being accessible for the end-user are the key attributes that Royal Enfield considers. Royal Enfield remains committed to supporting our motorcycling community ensuring they are prepared for any adventure with safe, functional and stylish ride 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 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 centers, 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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***\* All ex-showroom, Dhaka prices***