

ROYAL ENFIELD REGISTERS VOLUMES OF 70,112 FOR THE MONTH WITH A 53% GROWTH

~The Hunter 350 registers stellar sales for the month~

New Delhi, 01 September 2022: Following the global launch and superb reception to the new Hunter 350, and continued international growth momentum, Royal Enfield posted sales of 70,112 motorcycles in the month of August 2022, as against 45,860 motorcycles for the same month last year, registering an increase of 53%.

Speaking about the volumes for the month of August 2022, B Govindarajan, CEO, Royal Enfield said, "We launched the Hunter 350 early this month, and the motorcycle has received an unprecedented response since then. We are seeing incremental volumes with this launch, and the initial bookings for the new motorcycle have been very promising. With excellent reviews from experts across the globe and increasing consumer demand, we are confident that the Hunter will continue this momentum into the upcoming festive season in India. In the forthcoming months, we will see the Hunter 350 start of sales across several international markets as well."

MOTORCYCLES SALES	AUGUST			YTD		
	2022	2021	Growth	2021'22	2020'21	Growth
Domestic	62,236	38,572	61%	264,376	182,681	45%
Exports	7,876	7,288	8.1%	48,496	30,857	57%
Total	70,112	45,860	53%	312,872	213,538	47%

Brand & Business Updates:

Royal Enfield launched the new and stylish Hunter 350

Royal Enfield, concluded the global first media ride and unveil, and the India launch of the new and exciting Hunter 350 in the first week of August. Engineered and designed for the urban hustle, the new Hunter 350 is a remixed roadster with all the character of a Royal Enfield reimagined in a stylish, compact-yet-muscular geometry. Introduced in two distinct variants - Retro Hunter and Metro hunter - and eight striking colourways, the Hunter 350 is priced starting at INR 1,49,900/-

Royal Enfield forges a unique partnership with UNESCO

Royal Enfield and UNESCO, have come together in a unique partnership to promote and safeguard the Intangible Cultural Heritage of India, beginning with the Himalayas. Given its long relationship with the Himalayas, stretching back over three decades, Royal Enfield's ambition is to partner with 100 Himalayan communities to adopt sustainable living practices, by 2030. Over the years, Royal Enfield has played a leading role in galvanising communities and bringing them closer to the Himalayas.
