

Monthly Update - January 2021

Sales performance

Royal Enfield posted a sale of 68,887 motorcycles in the month of January, against the sales of 63,520 motorcycles for the same month last year.

MOTORCYCLES SALES	January			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
Domestic	64,372	61,292	5%	4,48,441	5,62,833	20%
Exports	4,515	2,228	103%	28,192	33,776	-17%
Total	68,887	63,520	8%	4,76,633	5,96,609	-20%

Business Updates:

Royal Enfield introduces Make-It-Yours Initiative on Apparel

Royal Enfield, the global leader in mid-size (250-750cc) motorcycles, introduced Make-It-Yours Initiative on its apparel range. With MiY for apparel, consumers now have an exciting range of personalization options across helmets and t-shirts. There are now more than 7,000 distinctive options to personalize one's helmet, and more than 15,000 options to personalize t-shirts using text, decals, graphics, colours, and several other choices. Users will now be able to personalize their helmets on the basis of shape (shell), colour palettes, internal fabric options, decals (graphics) and visors among others. T-shirts can be customized based on the color, badges, diverse prints and much more.

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