

Monthly Update - September 2021

Sales performance

Royal Enfield posted sales of 33,529 motorcycles in the month of September, despite the global semiconductor shortage situation, as against 60,331 in September 2020.

The ongoing global shortage of semiconductor chips and the recent lockdown in certain source markets has impacted volumes for September. The situation improved towards the end of September, and availability of parts is expected to start scaling up from Q3 FY2022.

MOTORCYCLES SALES	September			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
Domestic	27,233	56,200	-52%	2,10,270	1,96,635	7%
Exports	6,296	4,131	52%	36,797	11,443	222%
Total	33,529	60,331	-44%	2,47,067	2,08,078	19%

For the month of September 2021, exports stood at 6,296, a 52% increase over 4,131 during the same period last year.

Business Updates:

Royal Enfield launched the all-new Royal Enfield Classic 350

Royal Enfield recently launched the all-new Classic 350 - Quintessential, timeless and retro-styled with all the underpinnings of a contemporary motorcycle. The Royal Enfield Classic 350 is available in 5 new, exciting variants with 11 colourways, beginning with the Redditch series, the Halcyon series, the Classic Signals, the Dark series and the Classic Chrome. The motorcycle carries forward the legacy of its

legendary predecessor and has received an overwhelmingly positive response from the media experts and riding community across the country since its launch.

Royal Enfield announced First Edition Of The Continental GT Cup 2021

Royal Enfield announced its foray into track racing with the first edition of the Continental GT Cup - India's first retro racing format aimed at building accessible entry into track racing for new entrants as well as experienced racers. Continental GT Cup is being conducted in partnership with JK Motorsport and the first edition of the Cup will make an appearance at the JK Tyre National Racing Championship in October 2021. Royal Enfield also plans to introduce track-riding schools for the 2021-22 season in a bid to provide enthusiasts with an accessible platform to learn to ride on a racetrack.

Royal Enfield concluded One Ride on September 26 to focus on responsible travel

Royal Enfield concluded its global marquee 'One Ride' which this year spanned 35 countries on September 26, 2021. Organised this year after a hiatus in 2020 due to the COVID-19 pandemic, the 10th edition of One Ride focused on increasing awareness around the adoption of *Responsible Travel* practices by the rider community across the world, in a bid to #LeaveEveryPlaceBetter. It aimed at sensitising and encouraging riders to carry their own waste back, support local communities and businesses, and avoid single-use plastic during their riding escapades.

Royal Enfield extended the Make-It-Yours (MiY) customisation and personalisation programme to its range of riding jackets

Royal Enfield has extended the Make It Yours (MiY) programme, to its range of riding jackets, advocating the idea of 'Your Adventure, Your Jacket'. This industry-first initiative has been developed carefully keeping in mind the riders' need and comfort to provide him/her an enhanced riding experience. Enthusiasts can now buy their riding jackets according to their riding needs through a new intuitive interface.

Royal Enfield joined hands with TCX to offer a wide range of riding and lifestyle shoes

Royal Enfield announced a partnership with TCX to retail CE Certified protective riding and lifestyle shoes. All the boots are CE-certified under PPE regulation. The Royal Enfield-TCX collection includes five different products catering to the diverse needs of men and women riders.

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