

## ROYAL ENFIELD RECORDS SALE OF 77,583 MOTORCYCLES IN AUGUST 2023

**New Delhi, 01 September 2023:** Royal Enfield posted sales of 77,583 motorcycles in the month of August 2023 as against 70,112 motorcycles sold during the same period in the previous financial year, registering a growth of 11% over the same period last year.

Speaking about the performance for the month of August 2023, **B Govindarajan, CEO, Royal Enfield** said, *"Today marks an important day in the history of Royal Enfield as we launched the all new Bullet 350 . With over nine decades of glorious lineage, we are confident that the latest avatar of the Bullet will carry forward its legacy to the next generation of riders and will definitely entice our consumers across the globe."*

MOTORCYCLE SALES	August			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	69,393	62,892	10%	3,42,626	2,67,063	28%
<b>Exports</b>	8,190	7,220	13%	35,780	45,809	-22%
<b>Total</b>	77,583	70,112	11%	3,78,406	3,12,872	21%

### **Brand & Business Updates**

#### **Royal Enfield Motorsports Introduced Track Schools For Aspiring Racers**

Royal Enfield announced the launch of Royal Enfield Track School in India. Strengthening its 'Pure Sport' initiative, Royal Enfield aims to make racing and motorsports more accessible for aspiring racers and track enthusiasts who wish to hone their skills on the racetrack. After the immense success of the Royal Enfield Continental GT Cup, this initiative further aims to nurture the racing culture in the country and encourage passionate young racers to take up track racing.

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#### **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 stylish Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - New Super Meteor 650, Interceptor 650 and Continental GT 650. The adventure motorcycles - Himalayan adventure tourer and the Scram 411 ADV Crossover, and the iconic Bullet 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are 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 2050 stores across all major cities and towns in India and through nearly 1150+ touchpoints 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. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.

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