

## ROYAL ENFIELD REGISTERS SALES OF 73,141 FOR JUNE 2024

**New Delhi: July 1, 2024:** Royal Enfield posted sales of **73,141** motorcycles in the month of June 2024 as against **77,109** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **7,024** motorcycles during the month as compared to **9,614** during the same period last year.

Speaking about the performance for the month of June 2024, **B Govindarajan, CEO, Royal Enfield** said, "We remain steadfast on our long term plans and are making considerable progress towards the same. This year will be an exciting one for Royal Enfield, as we have several new launches planned that will significantly strengthen our product portfolio. This month, our highly anticipated roadster - the Guerrilla 450 - will be launched across the world, and we are very excited about the possibilities it will unlock for us in the middle weight category."

MOTORCYCLES SALES	June			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
<b>Domestic</b>	66,117	67,495	-2%	2,04,686	2,07,171	-1%
<b>Exports</b>	7,024	9,614	-27%	22,221	20,535	8%
<b>Total</b>	73,141	77,109	-5%	2,26,907	2,27,706	0%

### **Brand & Business Updates**

#### **Royal Enfield announced its first Green Pit Stop in Ladakh: Camp Kharu**

Royal Enfield unveiled Camp Kharu, its first Green Pit Stop in Ladakh, designed to promote sustainable travel and support local communities. Located in Kharu on the Leh-Manali highway and managed by six local women trained in entrepreneurship and hospitality, the camp features a café serving Ladakhi dishes, exhibition spaces, and public facilities. Built using sustainable rammed earth architecture, Camp Kharu emphasizes environmental sustainability and cultural exchange.

#### **Royal Enfield kickstarted registrations for Motoverse 2024**

On World Motorcycle Day and World Music Day, Royal Enfield announced early bird registrations for Motoverse 2024, along with the 'Ride to Motoverse' experience, which allows groups of riders to journey together to the event in Vagator, Goa, from November 22-24. Celebrating its fourteenth edition, Motoverse offers a vibrant blend of motorcycling culture, music, art, and camaraderie over three days. This year promises an even bigger homecoming, with diverse live music, art exhibits, and talks by industry legends.

#### **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 motorcycles that cater to varied aspirations and purpose. From stylish and neo-classic roadsters like the Hunter 350, the Interceptor 650 and the Shotgun 650, to quintessentially thoroughbred cruisers like the Meteor 350, and the Super Meteor 650; and from adrenaline pumping machines like the all-new Himalayan 450 adventure tourer, the Scram 411 ADV crossover and the Continental GT 650 cafe racer, to the timeless and iconic classics, the Bullet and the Classic 350; Royal Enfield has an enviable portfolio of motorcycles.

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 2,000 stores across all major cities and towns in India and through more than 1,080 stores in more than 65 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.

For further information please contact:  
[corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)