

ROYAL ENFIELD RECORDS SALE OF 73,117 MOTORCYCLES IN JULY 2023

New Delhi, 01 August 2023: Royal Enfield posted sales of **73,117** motorcycles in the month of July 2023 as against **55,555** motorcycles sold during the same month in the previous financial year, registering a growth of **32%**.

Speaking about the performance for the month of July 2023, **B Govindarajan, CEO, Royal Enfield** said, *"July has been special, as we completed more than 2,00,000 sales for the Hunter 350 in this month. In less than a year since its launch, the Hunter has a young and vibing 2-Lakh strong community across the world. We've begun the second quarter on a strong note, after stellar performance in the first quarter of this year. We are preparing for some big launches in the forthcoming months, and continue to focus on our strategic long term goals"*

MOTORCYCLE SALES	July			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
Domestic	66,062	46,529	42%	2,73,233	2,04,171	34%
Exports	7,055	9,026	-22%	27,590	38,589	-29%
Total	73,117	55,555	32%	3,00,823	2,42,760	24%

Brand & Business Updates

Royal Enfield Hunter 350 community grows stronger - touches 2 lakhs in less than twelve months since launch

Royal Enfield, has proudly crossed the 2,00,000 sales mark for its compact and stylish roadster, the Hunter 350. Launched in August 2022, the Hunter touched 1 lakh sales mark in February 2023 - just six months from the start of retail - and has completed the next 1,00,000 sales milestone in just five months since.

The Royal Enfield Continental GT Cup returns to the racing track with Season 3

Royal Enfield announced the third season of Royal Enfield Continental GT Cup Season '23. The racing spectacle will kick off in August 2023 and will conclude in November 2023 with three rounds of and eight races. This season, Royal Enfield will be continuing with the Pro-Am series format, which allows amateur and professional racers to compete on the same grid together and guarantees a thrilling experience.

19th edition of the Royal Enfield Himalayan Odyssey kicks off from Delhi

Amid the thunderous roaring of over 75 Royal Enfield motorcycles, the 19th edition of Royal Enfield Himalayan Odyssey was flagged off from Delhi on July 16th. Embarking on an 18-day adventure ride, 75 riders traversed approximately 3050 km to reach Umling La, the highest motorable pass in the world, via some of the most breath-taking terrains in northern India.

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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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