

## ROYAL ENFIELD REGISTERS SALES OF 86,978 FOR SEPTEMBER 2024

**New Delhi: October 1, 2024:** Royal Enfield posted sales of **86,978** motorcycles in the month of September 2024 as against **78,580** motorcycles sold during the same month in the previous financial year registering **11%** growth over the same period last year. Royal Enfield exported **7,652** motorcycles during the month as compared to **4,319** motorcycles in September 2023.

Speaking about the performance for the month of September 2024, **B Govindarajan, CEO, Royal Enfield** said, *"We have registered steady growth in the month of September owing to our recent launches. The 2024 Classic 350 has continued to solidify its iconic status and popularity among riders and has been performing well. As we continue to innovate and deliver the pure motorcycling experience, we are positive this momentum will only accelerate."*

MOTORCYCLES SALES	September			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
<b>Domestic</b>	79,326	74,261	7%	4,10,843	4,16,887	-1%
<b>Exports</b>	7,652	4,319	77%	43,936	40,099	10%
<b>Total</b>	86,978	78,580	11%	4,54,779	4,56,986	0%

### **Brand & Business Updates**

#### **Royal Enfield Himalayan 450 Gets Tubeless Tyres**

Royal Enfield introduces Wire-Spoked Tubeless Wheels for the new Himalayan 450, enhancing adventure and off-road performance. Available via the 'Make it Yours' option or as Genuine Motorcycle Accessories (GMA), these wheels will be offered to both new and existing owners. Prices start at INR 2,96,000 for the Himalayan 450, with tubeless wheels available for INR 12,424 for existing models from October 3, 2024.

#### **13th edition of Royal Enfield's One Ride concluded**

More than 41,730 Royal Enfield riders from 66 countries participated in the 13th One Ride, a marquee event celebrating the theme "BE BOLD. BE SEEN. BE ONE." The ride emphasized individuality through custom helmet designs, reflecting each rider's unique personality. India saw 16,170 participants, with significant turnouts across the Asia-Pacific, Europe, and EMU regions.

#### **Royal Enfield Launches Exclusive Women Riding Gear Range**

Royal Enfield has launched a dedicated range of lifestyle apparel and riding gear for women, responding to the rise in women riders in India. Key offerings include the eco-friendly Street Wind Jacket, made from recycled materials, priced at Rs 6,500, along with leggings, boots, and gloves. The collection is available at authorized dealerships, ranging from Rs 1,500 to Rs 10,000.

#### **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 all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. 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 2000 stores across all major cities and towns in India and through nearly 850 stores 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.

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