

## ROYAL ENFIELD RECORDS SALE OF 71,544 MOTORCYCLES IN FEBRUARY 2023

**New Delhi: March 1, 2023:** Royal Enfield posted sales of **71,544** motorcycles in the month of February 2023 as against **59,160** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **7,108** motorcycles during the month as compared to **7,025** during the same period last year.

Speaking about the performance for the month of February 2023, **B Govindarajan, CEO, Royal Enfield** said, *“The overall performance continues to stay encouraging in the domestic market. The success of our recent motorcycles is a reflection of our vision to deliver motorcycles that combine style, performance, and innovation. In just six months since its launch in August 2022, the Hunter 350 has gained popularity among young Indians, and today has more than a hundred thousand motorcycles on the roads. It is the admiration and love of the riding community that encourages us to push boundaries in creating new styles, formats, and new expressions of motorcycling. We are very excited about the future as we intend to bring a strong and compelling portfolio for our consumers.”*

MOTORCYCLE SALES	FEBRUARY			YTD		
	2023	2022	Growth	2022'23	2021'22	Growth
Domestic	64,436	52,135	24%	6,74,956	4,62,759	46%
Exports	7,108	7,025	1%	87,704	71,832	22%
<b>Total</b>	<b>71,544</b>	<b>59,160</b>	<b>21%</b>	<b>7,62,660</b>	<b>5,34,591</b>	<b>43%</b>

### **Brand & Business Updates:**

#### **Royal Enfield celebrates the creation of a 1 lakh strong Hunter community**

Royal Enfield celebrated a young and ‘vibing’, 1 Lakh-strong community for the Hunter 350. In just six months from its launch in August 2022, the Hunter has gained popularity among young Indians, and now has more than a hundred thousand motorcycles on the roads. The success of the Hunter 350 is a reflection of Royal Enfield's vision to deliver motorcycles that combine style, performance, and innovation.

#### **Royal Enfield and Vintage Rides partner to curate off-beat two wheeled expeditions**

Royal Enfield and Vintage Rides bring their passion for adventure travel to thrill seekers and motorcycling enthusiasts across the world. Built on their shared vision to offer meaningful and lasting experiences, the brands have collaborated to offer specially curated offbeat itineraries on Royal Enfield motorcycles for motorcyclists across global markets. The partnership has been renewed until 2025 and through this partnership, both brands hope to bring the love of adventure and respectful travel to motorcycle enthusiasts around the world.

## **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 2100 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 four modern CKD assembly facilities in Brazil, Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market.

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