

## Monthly Update - November 2021

### Sales performance

Royal Enfield posted a sale of 51,654 motorcycles in the month of November, against the sales of 63,782 motorcycles for the same month last year.

MOTORCYCLES SALES	November			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
Domestic	44830	59084	-24%	295711	318287	-7%
Exports	6824	4698	45%	47143	20174	134%
Total	51654	63782	-19%	342854	338751	1%

### Business Updates:

#### **EICMA 2021**

Royal Enfield opened its showcase offering at EICMA 2021 today with the unveiling of the Royal Enfield **SG650 Concept** motorcycle - marking another chapter in the brand's 120 year old journey of creative expression and conceptual development. The company also debuted the 120th Year Anniversary Edition of the brand's flagship 650 Twin motorcycles, the Royal Enfield Interceptor 650 and the Royal Enfield Continental GT 650. The two special edition motorcycles have a limited production run of only 480 units, distributed as 120 units each for India, Europe, Americas and SouthEast Asia. In addition, Royal Enfield showcased a major centre-piece of their 120 anniversary celebration projects with the unveiling of 'Project Origin', a faithful working replica of the brand's very first 'motor-bicycle'.

#### **Royal Enfield Commences Local Assembly Unit, CKD Plant in Thailand**

Royal Enfield has commenced operations of its local assembly unit and CKD facility in Thailand. Set up in partnership with GPX, the facility will be a significant boost to the company's business in Southeast Asia, and further reiterates its commitment to the Asia-Pacific region, said a company release. With this, the company now has three local CKD units overseas — in Argentina and Colombia in Latin America, and in Thailand — in addition to the three state-of-the-art manufacturing facilities in Chennai.

#### **For further information please contact:**

Swati Sundaeswaran - [swati@royalenfield.com](mailto:swati@royalenfield.com)

Prateek Sharma - [prateeksharma@royalenfield.com](mailto:prateeksharma@royalenfield.com)