

## ROYAL ENFIELD RECORDS SALE OF 74,746 MOTORCYCLES IN JANUARY 2023

**New Delhi: February 1, 2023:** Royal Enfield posted sales of **74,746** motorcycles in the month of January 2023 as against **58,838** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **7,044** motorcycles during the month as compared to **9,112** during the same period last year.

Speaking about the performance for the month of January 2023, **B Govindarajan, CEO, Royal Enfield** said, “We have begun the new year with encouraging performance in both domestic and international markets. Super Meteor 650, our most awaited cruiser, which was launched last month across India and Europe has received exceptional response and initial bookings have been promising.”

MOTORCYCLE SALES	JANUARY			YTD		
	2023	2022	Growth	2022'23	2021'22	Growth
<b>Domestic</b>	67,702	49,726	36.2%	6,10,520	4,10,624	48.7%
<b>Exports</b>	7,044	9,112	-22.7%	80,596	64,807	24.4%
<b>Total</b>	<b>74,746</b>	<b>58,838</b>	<b>27.0%</b>	<b>6,91,116</b>	<b>4,75,431</b>	<b>45.4%</b>

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

#### **ROYAL ENFIELD LAUNCHES THE NEW SUPER METEOR 650**

Royal Enfield launched the new Super Meteor 650 across India and Europe, as the brand announced retail availability and price of the motorcycle. Built as two distinct variants - Super Meteor 650 and the Super Meteor 650 Tourer - and in seven distinct colourways, the new Super Meteor 650 is available starting at INR 3,48,900/- (ex-showroom, India), at GBP 6,799 (OTR, the UK), and at €7,890 (MSRP, France).

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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, timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT the recently launched, new Super Meteor 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 three modern CKD assembly facilities in 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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