

## ROYAL ENFIELD REGISTERS STELLAR GROWTH OF 86% BACKED BY STRONG FESTIVE SEASON FOR OCTOBER 2022

**New Delhi: November 1, 2022:** Continuing its stellar performance, Royal Enfield posted sales of **82,235** motorcycles in the month of October 2022 as against **44,133** motorcycles sold during the same month in the previous financial year, registering a growth of **86%**. Royal Enfield exported **5,707** motorcycles during the month as compared to **3,522** during the same period last year, marking a growth of **62%**.

Speaking about the performance for the month of October 2022, **B Govindarajan, CEO, Royal Enfield** said, *"The momentum for demand that we witnessed at the start of the festive season has continued well into this month with October bringing in the highest ever sales in a month. October was also extra special, as we rolled out the 50,000th Hunter from our production line. Since its launch in August this year, the Hunter has brought more cheer for us at Royal Enfield."*

MOTORCYCLE SALES	October			YTD		
	2022	2021	Growth	2022'23	2021'22	Growth
<b>Domestic</b>	76,528	40,611	88%	4,17,237	2,50,881	66%
<b>Exports</b>	5,707	3,522	62%	59,967	40,319	49%
<b>Total</b>	<b>82,235</b>	<b>44,133</b>	<b>86%</b>	<b>4,77,204</b>	<b>2,91,200</b>	<b>64%</b>

\*\*\*

### 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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, 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.

**For further information please contact**

[corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)