

ROYAL ENFIELD INTRODUCES INDUSTRY FIRST ASSURED BUYBACK PROGRAM FOR MOTORCYCLES

- *A first-of-its-kind initiative in the motorcycle industry, launched in partnership with OTO Capital*
- *Programme aims to reduce cost of ownership, ease entry barriers and create a hassle-free ownership experience*

National, October 16, 2023: Royal Enfield, global leader in the mid-size (250cc-750cc) motorcycle segment, today announced the launch of an innovative and first-of-its-kind programme in the motorcycle industry - the **Assured Buyback Program with OTO Capital**. Launched under the company's brand-led consumer experience programme and introduced with an objective of ensuring a smooth and seamless ownership experience for customers, this initiative establishes a new industry standard, reshaping the traditional motorcycle buying process, and thereby with a potential to further grow and develop the mid-size motorcycle segment in India.

Commenting on the launch, **B Govindarajan, CEO - Royal Enfield**, said, "At Royal Enfield we always prioritise the customer. Right from the stage of motorcycle conception and development, all the way to designing in-store and in-use consumer experience, we always endeavour to create what consumers want. The Assured Buyback Program shows our commitment to making motorcycle ownership more seamless, more accessible and more fun for potential riders. Offering a first-of-its-kind, innovative solution, this programme is designed as a promise to consumers for complete peace-of-mind, so they can absolutely enjoy a pure motorcycling experience with Royal Enfield".

The Assured Buyback Programme of OTO Capital offers a completely hassle-free journey for the consumer, thereby enhancing accessibility and easing upgrades to Royal Enfield motorcycles. With flexible tenure options spanning from 1-3 years, up to 45% lower EMIs, guaranteed buyback value of up to 77% depending on the tenure, and coupled with a cash back incentive at the end of the tenure, this initiative is a first-of-its kind in the industry.

At the end of the Assured Buyback tenure, customers will have multiple options to choose from. They can opt for either trading their motorcycle for a new Royal Enfield motorcycle, retain, or return their motorcycle. The biggest advantage for the customer is lower monthly EMIs along with a guaranteed buy back value of their Royal Enfield motorcycle.

To begin with, this program will be available across dealerships in 12 cities: Delhi, Ghaziabad, Noida, Lucknow, Jaipur, Bhopal, Indore, Ahmedabad, Pune, Hyderabad, Bengaluru, and Chennai; and will expand to more cities in the near future.

For more information visit: www.royalenfield.com/assured-buyback/

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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

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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 2050 stores across all major cities and towns in India and through nearly 1150+ touchpoints 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. With more than 35% CAGR for the last 5 years, Royal Enfield is the leader in the global mid-size motorcycle market.

For further information please contact
corpcomm@royalenfield.com