

ROYAL ENFIELD RECORDS MONTHLY SALES OF 79,466 IN DECEMBER 2024

New Delhi: January 2, 2025: Royal Enfield posted monthly sales of **79,466** motorcycles in December 2024, up by **25%** as compared to the same month in the previous financial year. Royal Enfield exported **11,575** motorcycles during the month as compared to **6,096** during the same period last year.

Speaking about the performance for the month of December 2024, **B Govindarajan, CEO, Royal Enfield** said, "As 2024 draws to a close, we reflect on a truly remarkable year for us at Royal Enfield. We've launched some category-defining motorcycles through the year, and it is encouraging to see the response to our recently launched motorcycles both in India and international markets. As we gear up for 2025, we are looking forward to sustaining our growth momentum and continue inspiring our riding community across the globe with Pure Motorcycling initiatives across the board."

MOTORCYCLES SALES	December			YTD		
	2024	2023	Growth	2024-25	2023-24	Growth
Domestic	67,891	57,291	19%	6,52,856	6,30,273	4%
Exports	11,575	6,096	90%	74,221	54,786	35%
Total	79,466	63,387	25%	7,27,077	6,85,059	6%

Brand & Business Updates

Royal Enfield inaugurated New Assembly Plant in Thailand

Royal Enfield commenced operations of its first fully owned and operated CKD assembly facility outside India in Samut Prakan, Bangkok. The new plant highlights the brand's commitment to the Thai market and the wider APAC region. With a modern 57,000 sq. ft. setup and an installed capacity of over 30,000 units annually, the facility is Royal Enfield's sixth CKD assembly unit globally, joining existing plants in Argentina, Colombia, Brazil, Bangladesh, and Nepal.

Royal Enfield Expanded REOWN

Royal Enfield announced the expansion of its pre-owned motorcycle business, REOWN, now available in 236 cities across India. The initiative, launched in 2023 in select locations, provides a platform for buying, selling, and exchanging pre-owned Royal Enfield motorcycles. The service aims to simplify ownership and upgrades while ensuring transparency and reliability. REOWN now operates through 475 dealerships across 24 states. Royal Enfield also introduced its first-ever loyalty program with exchange benefits.

Royal Enfield Social Mission Hosts Journeying Across the Himalayas

As part of its social mission to support 100 Himalayan communities, Royal Enfield launched *Journeying Across the Himalayas*, a 10-day festival in Delhi that celebrates the Himalayan landscape, its people, and culture by showcasing a collection of artworks, photographs, and installations. The exhibition delves into the natural beauty of the mountains, the traditions of its inhabitants, and the deep-rooted connection between the

region's ecology and its way of life.

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 electric vehicle brand, Flying Flea - including the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6 - that recently showcased in Milan. It also includes the, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350, Classic 350 and the new Goan Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously 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 2000 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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