

## ROYAL ENFIELD RECORDS MONTHLY SALES OF 82,257 IN NOVEMBER 2024

**New Delhi: December 1, 2024:** Royal Enfield posted monthly sales of **82,257** motorcycles in November 2024. The company witnessed **2%** growth over the same period last year against **80,251** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **10,021** motorcycles during the month, registering a growth of **96%** as compared to **5,114** during the same period last year.

Speaking about the performance for the month of November 2024, **B Govindarajan, CEO, Royal Enfield** said, *"November has been an incredible month for us at Royal Enfield, filled with exciting launches that truly reflect our passion for pure motorcycling. At EICMA 2024, we took a historic step into the world of EVs with the debut of the Flying Flea, a big leap toward sustainable, forward-thinking mobility. We also introduced two stunning motorcycles, the Classic 650 and the Bear 650 that continue to build on our legacy of creating timeless, purposeful machines. Not only that, at Motoverse 2024, we launched the Goan Classic 350 and Scram 440 and both these motorcycles have garnered great response from motorcycling enthusiasts across the country."*

MOTORCYCLES SALES	November			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
<b>Domestic</b>	72,236	75,137	-4%	5,84,965	5,72,982	2%
<b>Exports</b>	10,021	5,114	96%	62,646	48,690	29%
<b>Total</b>	82,257	80,251	2%	6,47,611	6,21,672	4%

### **Brand & Business Updates**

#### **Royal Enfield launched the Goan Classic 350**

A tribute to the vibrant moto-culture of the seventies, Royal Enfield unveiled the Goan Classic 350—a bobber-inspired motorcycle that embodies a free-spirited, non-conformist lifestyle. Designed to infuse the timeless charm of the Classic with the bold spirit of a bobber, the Goan Classic is powered by Royal Enfield's 349cc air-oil cooled, single-cylinder engine. Launched in Goa at Motoverse, it is available in four vibrant single and dual-toned colourways priced at INR 2,35,000/- and INR 2,38,000/- respectively.

#### **Royal Enfield Introduced its Electric Motorcycle Brand, 'Flying Flea'**

Royal Enfield unveiled its dedicated EV brand, Flying Flea, at EICMA 2024. Set to launch by early 2026, the lineup will include the classic-inspired FF-C6 and the scrambler-styled FF-S6, combining Royal Enfield's iconic design legacy with cutting-edge electric technology.

#### **Royal Enfield launched Bear 650 at a starting price of INR 3.39 Lakhs**

Royal Enfield presented the Bear 650 - a stylish new scrambler with a 60's soul, based on the Interceptor / INT 650 and inspired by Eddie Mulder's historic win at the 1960 Big Bear Run. Fueled by gut feel and powered by Royal Enfield's celebrated 650cc parallel twin, the Bear 650 combines authentic heritage scrambler styling and raw, uncompromising spirit.

#### **Royal Enfield Concluded Motoverse 2024**

Royal Enfield's wrapped up the fourteenth edits of Motoverse 2024 with nearly 10,000 attendees,

unveiling the Goan Classic 350, Scram 440, and FT450 flat-track racer alongside a Slide School Cup debut in India. Highlights included motorsport thrills, Rafud's boho-inspired apparel, MotoReel talks, live performances by Raftaar and Ritviz, and exclusive brews with Goa Brewing Co. Royal Enfield also introduced another miniaturised version of its lineup: the Himalayan 450. The event celebrated camaraderie and adventure, leaving an indelible mark on the motorcycling community.

## 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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