

ROYAL ENFIELD RECORDS SALE OF 84,435 MOTORCYCLES IN OCTOBER 2023

New Delhi, 01 November 2023: Royal Enfield recorded sales of 84,435 motorcycles in the month of October 2023 as against 82,235 motorcycles sold during the same period in the previous financial year.

Speaking about the performance for the month of October 2023, **B Govindarajan, CEO, Royal Enfield** said, "With festive season right around the corner, we are thrilled to see the consumer sentiment. While our recently launched Bullet 350 has been performing well, we are soon getting ready to launch the most awaited motorcycle of the year, next month. We are confident that our upcoming motorcycles and initiatives will propel our growth momentum further.

MOTORCYCLES SALES	October			YTD		
	2023	2022	Growth	2022'23	2021'22	Growth
Domestic	80,958	76,528	6%	4,97,845	4,17,237	19%
Exports	3,477	5,707	-39%	43,576	59,967	-27%
Total	84,435	82,235	3%	5,41,421	4,77,204	13%

Brand & Business Updates

UNESCO and Royal Enfield Kick-off the Second Chapter of The Great Himalayan Exploration

Following the success of the inaugural edition of The Great Himalayan Exploration last year, UNESCO and Royal Enfield announced the Second Chapter of this unique initiative. UNESCO x Royal Enfield: The Great Himalayan Exploration. Last year, more than 25 rider-researchers embarked on a journey documenting 21 practices in parts of Meghalaya, Assam and Arunachal Pradesh. The second chapter of the Great Himalayan Exploration was unveiled with 'Journeying Across the Himalayas II' - a curated exhibition at Bikaner House showcasing the 21 documented practices.

Royal Enfield Meteor 350 Gets Striking New Colourways

Royal Enfield announced the launch of a new range of features and colourways on the globally awarded easy cruising motorcycle, the Meteor 350. Inspired by the colours of the sky and the horizon, the Meteor 350 gets a new range, **Aurora**, in addition to the existing Fireball, Stellar and Supernova variants.

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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, 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
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