

## ROYAL ENFIELD RECORDS SALES OF 76,187 MOTORCYCLES IN JANUARY 2024

**New Delhi, 01 February 2024:** Royal Enfield registered sales of **76,187** motorcycles in the month of January 2024 as against **74,746** motorcycles sold registering a growth of **2%** over the same period in the previous financial year

Speaking about the performance for the month of January 2024, **B Govindarajan, CEO, Royal Enfield** said, *"The last few months have been very exciting times for us at Royal Enfield, as also for motorcycling enthusiasts across the world. Our recently launched motorcycles continue to perform well across markets, and we have had a great start to the new year. We are confident that we will sustain our growth momentum for months to come."*

MOTORCYCLES SALES	January			YTD		
	2024	2023	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	70,556	67,702	4%	7,00,829	6,10,520	15%
<b>Exports</b>	5,631	7,044	-20%	60,417	80,596	-25%
<b>Total</b>	76,187	74,746	2%	7,61,246	6,91,116	10%

### **Brand & Business Updates**

#### **Royal Enfield signs MoU with the Government of Tamil Nadu for proposed investment of INR3000 crores for brownfield and greenfield projects in the state.**

Royal Enfield signed a non-binding Memorandum of Understanding (MoU) with the Government of Tamil Nadu at the Global Investors Meet 2024, in Chennai. Under the MoU, Eicher Motors Ltd. has proposed to invest close to INR 3,000 crores over a period of eight years in the state, to set up greenfield and brownfield projects in the region. This investment will be majorly used for the development of new products including EVs (product development and capacity building) and also additionally for any capacity enhancement for Internal Combustion Engine, whenever required. This investment is anticipated to create employment opportunities for up to 2,000 individuals, both directly and indirectly.

#### **Royal Enfield launches the Shotgun 650. A motorcycle inspired by custom for custom.**

Royal Enfield launched the much anticipated Shotgun 650. Built on Royal Enfield's globally proven 650-Twin platform, the Shotgun 650 is a tribute to the culture of customisation and blends retro-futuristic design with modern features. Launched for European and the UK markets to begin with, the Shotgun 650 will be available starting February 2024 onwards. While bookings for India began on January 15, 2024, the Shotgun will be



available for test rides and deliveries in India from March, 2024 at a starting price of INR 3,59,430. The motorcycle will be available in the Americas and across the APAC starting spring 2024.

**Royal Enfield Bullet 350 now available with the iconic hand painted pinstripes in silver.**

Launched in September 2023 on Royal Enfield's super-smooth and globally awarded J-series engine, the new Bullet 350 is now available in two new iconic hand painted silver pinstripes colour schemes: the Military SilverBlack and Military SilverRed 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 Meteor 350 and Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

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