



ROYAL ENFIELD RECORDS SALES OF 81,870 FOR APRIL 2024

New Delhi: May 1, 2024: Royal Enfield today announced its sales for the month of April 2024 which stood at **81,870** motorcycles as against **73,136** motorcycles sold during the same month in the previous financial year, registering a growth of **12%**. Royal Enfield exported **6,832** motorcycles during the month as compared to **4,255** during the same period last year.

Speaking about the performance for the month of April 2024, **B Govindarajan, CEO, Royal Enfield** said, "We've had a remarkable FY24, and we are all set for an exciting year ahead and are prepared for the challenges. We've already begun this year on a strong footing and have continued our double-digit growth and with a strong pipeline of products I am confident that we will be able to sustain and build further on our growth momentum."

MOTORCYCLES SALES	APRIL 2024			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
Domestic	75,038	68,881	9%	75,038	68,881	9%
Exports	6,832	4,255	61%	6,832	4,255	61%
Total	81,870	73,136	12%	81,870	73,136	12%

Brand & Business Updates

Royal Enfield introduced 'Rentals and Tours' across 25 countries

Designed as a comprehensive solution for motorcycle travelers, Royal Enfield launched 'Rentals and Tours' to offer access to rentals, guided tours, and trip assistance, ensuring a seamless and thrilling adventure experience. The rental programme extends to 32 destinations, spanning India, South Africa, Indonesia, Colombia, Turkey, France, Scotland, Spain and Namibia among others. Collaborating with multiple tour partners, Royal Enfield now provides riders with a diverse array of experiences across a total of 62 trips, covering 52 destinations in 25 countries.

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 Hunter 350 roadster, Meteor 350, Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV

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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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