

ROYAL ENFIELD REGISTERS SALES OF 67,265 FOR JULY 2024

New Delhi: August 1, 2024: Royal Enfield posted sales of **67,265** motorcycles in the month of July 2024 as against **73,117** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **6,057** motorcycles during the month as compared to **7,055** during the same period last year.

Speaking about the performance for the month of July 2024, **B Govindarajan, CEO, Royal Enfield** said, *"July has been an exciting month for us as we launched our premium roadster - the Guerrilla 450 in the electrifying city of Barcelona. The launch of Guerrilla 450 underscores our commitment to delivering world-class products offering exceptional motorcycling experiences. We are extremely pleased with the response we have received so far. With a focus on innovation and customer engagement, we have some more exciting announcements for motorcycling enthusiasts across the globe.*

MOTORCYCLES SALES	July			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
Domestic	61,208	66,062	-7%	2,65,894	2,73,233	-3%
Exports	6,057	7,055	-14%	28,278	27,590	2%
Total	67,265	73,117	-8%	2,94,172	3,00,823	-2%

Brand & Business Updates

Royal Enfield launched its premium modern roaster - the Guerrilla 450

Royal Enfield launched the Guerrilla 450, a premium modern roadster designed to redefine the essence of roadsters. Engineered for a raw, responsive, and visceral riding experience, the Guerrilla 450 promises kinetic energy, intuitive handling, and a playful spirit across its wide power band. With its powerful and versatile engine, this sophisticated motorcycle delivers pure, primal fun, making it perfect for both the weekday hustle and weekend adventures. The Guerrilla 450 marks a significant evolution in the long and storied legacy of strong roadsters from Royal Enfield that continue to lead categories.

Royal Enfield launched 'Borderless Warranty Program'

Royal Enfield has introduced the pioneering 'Borderless Warranty Program,' providing riders unparalleled freedom to explore new horizons. Designed to inspire worry-free explorations, the Borderless Warranty program from Royal Enfield enables the riders to avail the benefits of a global warranty for all motorcycles under warranty. Backed by a network of over 3,000 Royal Enfield authorized service touchpoints in 70+

countries, the Borderless Warranty Program underscores Royal Enfield's commitment to rider satisfaction and 'pure motorcycling' ethos.

Royal Enfield and UNESCO announce third edition of The Great Himalayan Exploration in Ladakh

Royal Enfield in collaboration with UNESCO, announced the third edition of The Great Himalayan Exploration, a unique motorcycling expedition dedicated to documenting the Intangible Cultural Heritage of the Indian Himalayan region. Scheduled to commence in August 2024, in media partnership with National Geographic, the programme presents an opportunity for rider-researchers to play a pivotal role in preserving the living heritage of the sacred Himalayas by exploring and documenting the various Intangible Cultural Heritage practices in Ladakh.

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 all-new Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, 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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