



**ROYAL ENFIELD REGISTERS SALES OF 75,551 FOR MARCH 2024  
RECORDS HIGHEST EVER SALES OF 9,12,732 FOR FY 2023-24**

**New Delhi: April 1, 2024:** Royal Enfield today announced its sales for the month of March 2024 which stood at **75,551** motorcycles as against **72,235** motorcycles sold during the same period last year. For the financial year ended March 2024, Royal Enfield recorded total sales of **9,12,732** motorcycles registering a **9%** growth over corresponding period. The company also recorded a significant **14%** growth in the domestic market over the previous financial year.

Speaking about the performance for the month of March 2024, **B Govindarajan, CEO, Royal Enfield** said, *“At Royal Enfield, we’ve had yet another year of very spectacular performance across the board. We have outpaced our pre covid numbers and have registered healthy growth. We have outgrown the two wheeler and motorcycle industry in the domestic market. All our motorcycles in the last two years have performed exceedingly well and have grown the market for Royal Enfield. Our non motorcycling business including Apparel, spares and GMA continues to grow significantly. With our exciting lineup of products, we are confident that we will be able to sustain our growth momentum well in FY 2024-25.”*

MOTORCYCLES SALES	March			YTD		
	2024	2023	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	66,044	59,884	10%	8,34,795	7,34,840	14%
<b>Exports</b>	9,507	12,351	-23%	77,937	1,00,055	-22%
<b>Total</b>	<b>75,551</b>	<b>72,235</b>	<b>5%</b>	<b>9,12,732</b>	<b>8,34,895</b>	<b>9%</b>

**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 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,

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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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