

## ROYAL ENFIELD REGISTERS BEST EVER Q1 PERFORMANCE IN FY24 WITH SALES OF 2,27,706 MOTORCYCLES

*Records sale of 77,109 motorcycles in June 2023*

**New Delhi, 01 July 2023:** Royal Enfield posted sales of **77,109** motorcycles in the month of June 2023 as against **61,407** motorcycles sold during the same month in the previous financial year, registering a growth of **26%** over the same period last year. Royal Enfield also recorded its best ever performance in Q1FY24 with over **22%** growth in the corresponding period of the last financial year.

Speaking about the performance for the month of June 2023, **B Govindarajan, CEO, Royal Enfield** said, "At Royal Enfield it has been our constant endeavour to create products and experiences that excite our consumers and our recent performance is a testament to the fact that we have been able to do that well. I am thrilled to share that we continued our stellar growth momentum in FY24 and have registered our highest ever sales for the first quarter; beating our previous high of Q1FY19. Our recent products continue to perform well across India and International markets and we are optimistic that our exciting line-up of motorcycles will definitely enthrall the pure motorcycling enthusiasts across the globe."

MOTORCYCLES SALES	June			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	67,495	50,265	34%	2,07,171	1,57,642	31%
<b>Exports</b>	9,614	11,142	-14%	20,535	29,563	-31%
<b>Total</b>	77,109	61,407	26%	2,27,706	1,87,205	22%

### Brand & Business Updates

#### Royal Enfield expanded global presence with its fifth international CKD assembly unit in Nepal

Royal Enfield announced commencement of operations of its exclusive Local Assembly Unit and CKD facility in Nepal. Set up in collaboration with the Triveni Group, the CKD facility further reiterates Royal Enfield's commitment to Nepal. With an assembly capacity of 20,000 units per year, the local assembly unit in Birgunj is a state-of-the-art, modern facility spread over 1 lac sq ft that will cater to growing demand in the country.

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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.

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