

## ROYAL ENFIELD RECORDS SALE OF 80,251 MOTORCYCLES IN NOVEMBER 2023

**New Delhi, 01 December 2023:** Royal Enfield recorded sales of **80,251** motorcycles in the month of November 2023 as against **70,766** motorcycles sold during the same period in the previous financial year, registering a growth of **13%**.

Speaking about the performance for the month of November 2023, **B Govindarajan, CEO, Royal Enfield** said, "We've had a spectacular month at Royal Enfield, right from the global unveil and launch of the most awaited motorcycle in the adventure touring segment - the all new Himalayan - to the showcase of the Electric Himalayan Testbed at EICMA, to the unveil of our very special production, the Shotgun 650 Motoverse Edition at Goa earlier this month. Feedback and enthusiasm world-over for the new Himalayan has been overwhelmingly spectacular, and the 25 Limited Edition motorcycles of the Shotgun 650 were sold out. With our recent launches we are confident that we will be able to sustain our growth momentum."

MOTORCYCLE SALES	November			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
<b>Domestic</b>	75,137	65,760	14%	5,72,982	4,82,997	19%
<b>Exports</b>	5,114	5,006	2%	48,690	64,973	-25%
<b>Total</b>	<b>80,251</b>	<b>70,766</b>	<b>13%</b>	<b>6,21,672</b>	<b>5,47,970</b>	<b>13%</b>

### **Brand & Business Updates**

#### **Royal Enfield launched the all new Himalayan at Motoverse 2023**

Royal Enfield unveiled the all-new Himalayan at the EICMA Motor Show 2023, in Milan, Italy. This was followed by the official launch in India at Motoverse 2023. In India, the Himalayan is available for bookings, test rides and retail at a special introductory price starting at INR 2,69,000. The introductory price is applicable only till December 31, 2023

#### **Royal Enfield unveiled the Shotgun 650 - A custom inspired neo-retro motorcycle**

Royal Enfield unveiled a stunning, one-of-its-kind, custom-inspired roadster, the Royal Enfield Shotgun 650 at the Motoverse. The motorcycle made its global debut in Goa, with a special colorway and edition - the Shotgun 650 Motoverse Edition. While the continuous production motorcycle will be launched early next year, the Shotgun 650 Motoverse Edition was sold out within 48 hours.

#### **Electrifying music, action packed adventure experiences and all things custom: Motoverse 2023 came to a thrilling end**

An exhilarating combination of music, adventure experiences and custom culture made Royal Enfield's Motoverse 2023, a haven for motorcycle enthusiasts and riders. The 13th edition of the most anticipated motorcycling festival of the year, unfolded over three power-packed days welcoming nearly 15,000 attendees, and motorcyclists from across the world.

### **Royal Enfield Wingman**

Royal Enfield introduced the WINGMAN, a rider-centered connected vehicle system in India. It integrates vehicle connectivity via the Royal Enfield GRID team, offering proactive support and motorcycle information. Compatible with Android and iOS, this feature comes standard with the Super Meteor 650 for an additional INR 6500; existing owners can obtain it by purchasing the device and paying a nominal fitment cost.

###

### **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.

**For further information please contact**

[corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)