

ROYAL ENFIELD REGISTERS SALES OF 73,136 MOTORCYCLES IN APRIL 2023

New Delhi: May 1, 2023: Royal Enfield posted sales of **73,136** motorcycles in the month of April 2023 as against **62,155** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **4,255** motorcycles during the month as compared to **8,303** during the same period last year.

Speaking about the performance for the month of April 2023, **B Govindarajan, CEO, Royal Enfield** said, *“We closed FY 23 on a high note and have begun FY 24 on a confident footing. To further up the ante and cement our position as a global motorcycling brand from India, we recently launched our Hunter 350 and the Scram 411 in the USA and LatAm markets. I am sure that these motorcycles will continue to perform well and strengthen our foothold in these markets.”*

MOTORCYCLE SALES	April			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
Domestic	68,881	53,852	28%	68,881	53,852	28%
Exports	4,255	8,303	-49%	4,255	8,303	-49%
Total	73,136	62,155	18%	73,136	62,155	18%

Brand & Business Updates

Royal Enfield #ArtOfMotorcycling season 3 concluded

Royal Enfield concluded the third edition of its community led campaign #ArtOfMotorcycling, bringing together artists from various crafts and adjacencies under one umbrella to share their common love for motorcycling. With more than 54,000 registrations, the third season saw a 3.5x increase in participation over the previous season. The brand aims to take the campaign global, bringing together artists, students and creators from top international schools, providing them with a platform to showcase their work globally and a chance to learn from world renowned Jury members.

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 2100 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 four modern CKD assembly facilities in Brazil, Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market

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