

ROYAL ENFIELD REGISTERS SALES OF 77,461 MOTORCYCLES IN MAY 2023

New Delhi, June 1, 2023: Royal Enfield posted sales of **77,461** motorcycles in the month of May 2023 as against **63,643** motorcycles sold during the same month in the previous financial year.

Speaking about the performance for the month of May 2023, **B Govindarajan, CEO, Royal Enfield** said, *“At Royal Enfield, we have been able to maintain excellent momentum. Hunter continues to perform very well and has registered highest ever sales in a single month. I am also elated to share that last month we launched the Super Meteor 650 in the Australia and New Zealand market and the response from the consumers has been incredible.”*

MOTORCYCLE SALES	May			YTD		
	2023	2022	Growth	2023'24	2022'23	Growth
Domestic	70,795	53,525	32%	1,39,676	1,07,377	30%
Exports	6,666	10,118	-34%	10,921	18,421	-41%
Total	77,461	63,643	22%	1,50,597	1,25,798	20%

Brand & Business Updates

Royal Enfield announces the Q4 and FY23 financial results

Royal Enfield announced the Q4 and FY23 financial results. The company posted a strong financial growth in the previous quarter and for the financial year. In the quarter, the revenue stood at ₹3,804.32 crore, registering a growth against ₹3,193.32 crore in Q4 of the previous fiscal and ₹3,721 crore in December 2022 quarter. The company also witnessed a consolidated net profit of Rs 906 crore for the March quarter due to robust sales in domestic and global markets. This is 49 per cent rise from Rs 610 crore a year ago

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 four modern CKD assembly facilities in 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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