

ROYAL ENFIELD REGISTERS GROWTH - RECORDS SALE OF 70,766 MOTORCYCLES FOR NOVEMBER 2022

New Delhi: December 1, 2022: Royal Enfield posted sales of **70,766** motorcycles in the month of November 2022 as against **51,654** motorcycles sold during the same month in the previous financial year, registering a growth of **37%**. Royal Enfield exported **5,006** motorcycles during the month as compared to **6,824** during the same period last year.

Speaking about the performance for the month of November 2022, **B Govindarajan, CEO, Royal Enfield** said, *"It has been an exciting month for us at Royal Enfield, we recently unveiled our most awaited cruiser - Super Meteor 650 at EICMA and Rider Mania earlier this month. The motorcycle has received positive feedback from global and Indian consumers alike. Our performance for this month has been encouraging and we are confident of continuing this growth momentum in months to come."*

MOTORCYCLE SALES	NOVEMBER			YTD		
	2022	2021	Growth	2022'23	2021'22	Growth
Domestic	65,760	44,830	47%	4,82,997	2,95,711	63%
Exports	5,006	6,824	-27%	64,973	47,143	38%
Total	70,766	51,654	37%	5,47,970	3,42,854	60%

Brand & Business Updates:

Royal Enfield Rider Mania 2022 ends on a high note with the best from the world of motorsport and music

After a hiatus of 2 years, the much-awaited three days of Pure Motorcycling, Music, Heritage and Art - Rider Mania, concluded its 2022 edition in Goa. This year's theme- "Motoverse" Village brought together people, their stories, their machines, fashion, food and lifestyle in one inclusive space. One of the biggest highlights for this edition of Rider Mania was the unveiling of the all new Super Meteor 650 and the showcase of 1:3 limited edition classic collectible.

Royal Enfield's eagerly anticipated thoroughbred highway cruiser- Super Meteor 650 showcased at EICMA 2022

The Super Meteor 650 was showcased at EICMA 2022 earlier this month. It is based on the highly acclaimed 650 twin engine with a new chassis developed for comfort and an effortless glide down long highways. Introduced in two distinct variants - the Super Meteor 650 and Super Meteor 650 Tourer - and in seven striking colourways.

Royal Enfield introduces three new colourways of the Himalayan

The versatile adventure-touring motorcycle, Himalayan is now available in **Glacier Blue, Sleet Black** and **Dune Brown**, in addition to the existing colorways Gravel Grey, Pine Green and Granite Black.

Showcased at Rider Mania 2022, the new Himalayan features a neat debossed logo on the grill and side panels, and a USB charging port for on-the-go convenience.

Eicher Motors Limited announces financial results for the quarter ended September 30, 2022

For the quarter ended September 30, 2022, Eicher Motors Limited recorded total revenue from operations at ₹ 3,519 crores, EBITDA at ₹ 822 crores and Profit after tax at ₹ 657 crores. Royal Enfield ended the quarter with its strong performance in the domestic markets with total dispatches at 183,067 units, more than 73.4% increase over 105,593 units in the same period last year.

Indian Navy team- 'Sea Riders' partners with Royal Enfield to promote tourism and sports in North East India through a motorcycling expedition

The expedition was flagged off from Guwahati on 24 November 2022 and Royal Enfield provided 15 Royal Enfield Meteor 350 motorcycles along with service support along the way. The Sea Riders comprising 31 riders will cover a total distance of 3500 kms over a period of 24 days, spread over two legs across all seven states of the North East.

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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, 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 three modern CKD assembly facilities in 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.

For further information please contact

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