

ROYAL ENFIELD REGISTERS STELLAR GROWTH - RECORDS SALE OF 82,097 MOTORCYCLES FOR SEPTEMBER 2022

New Delhi: 01 October, 2022: Continuing its stellar performance, Royal Enfield posted sales of 82,097 motorcycles in the month of September 2022, against 33,529 motorcycles sold during the same month in the previous financial year, registering a growth of 145%. Royal Enfield exported 8,451 motorcycles during the month as compared to 6,296 during the same period last year, marking a growth of 34%

Speaking about the volumes for the month of September 2022, **B Govindarajan, CEO, Royal Enfield** said, "Buoyed by a good start to the festive season this year, and by the spectacular response to the recently launched Hunter 350, we are happy to see a more than 145% growth in volumes for the month. As we move ahead, we are confident that the Hunter 350 will unlock newer markets for us."

MOTORCYCLE SALES	September			YTD		
	2022	2021	Growth	2022'23	2021'22	Growth
Domestic	73,646	27,233	170%	3,40,709	2,10,270	62%
Exports	8,451	6,296	34%	54,260	36,797	47%
Total	82,097	33,529	145%	3,94,969	2,47,067	60%

Brand & Business Updates:

Royal Enfield's global community celebrated the 11th edition of 'One Ride 2022' focused on Responsible Travel

The 11th edition of 'One Ride' was celebrated globally across 50 countries where motorcycling enthusiasts of all ages from diverse regions and social identities come together for a ride. India's largest cause led ride witnessed participation from over 15000 riders from across 500 cities. The theme, 'One World | One Mission | One Ride' for this year's ride, is deeply rooted in Royal Enfield's social mission of encouraging Responsible Travel practices.

UNESCO and Royal Enfield flag off 'The Great Himalayan Exploration'

UNESCO (United Nations Educational, Scientific and Cultural Organisation) and Royal Enfield, flagged-off 'The Great Himalayan Exploration' ride at the iconic Victoria Memorial in Kolkata. This unique partnership aims to contribute to the documentation, preservation and promotion of the Intangible Cultural Heritage of India. Drawn from all over the Indian motorcycle-riding community, these riders will spend two weeks documenting specific Intangible Cultural Heritage practices that have been identified by a research team in collaboration with UNESCO.

The Royal Enfield Continental GT Cup return with Season 2

Royal Enfield GT Cup returned with an exciting season 2 with Pro and Ametuer series this year. A high adrenaline race weekend concluded at Kari Motor Speedway, Coimbatore on September 16th, 17th and 18th 2022.

Royal Enfield's Art Of Motorcycling goes global with the introduction of NFTs

In a unique first, Royal Enfield announced the launch of its NFTs featuring ten winning artworks from its 'Art Of Motorcycling' (AOM) programme. Ten exclusive NFTs of the winning designs from the last two

seasons are being introduced as NFTs to further encourage the riding community to express their art globally through a digital medium.

Royal Enfield reinforce flat track pedigree with second consecutive championship win at the 2022 DTRA “Flat Track Nationals” Twins Class

Royal Enfield celebrated their very first back-to-back championship victory, securing the top two places of the podium in the DTRA (Dirt Track Riders Association) flat track ‘Twins Class’ category. Factory riders Gary Birtwistle and Paul Young battled for victory in the final round of the 2022 DTRA “Flat Track Nationals” Twins Class at Greenfield Dirt Track, resulting in a convincing 1st for Birtwistle and a close 2nd place for Young, giving Royal Enfield a double podium for the 2022 championship honors.

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.

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