



April 01, 2023

Online intimation/submission

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001
Security Code: 505200

The Secretary
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor, Plot No.C/1,
G Block, Bandra Kurla Complex, Bandra (E)
Mumbai-400 051
Symbol: EICHERMOT

Subject: Regulation 30 of the SEBI (LODR) Regulations, 2015 – Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find attached copy of press release being issued today.

You are requested to take the same on your records.

Thanking you,
For **Eicher Motors Limited**

Atul Sharma
Company Secretary

Encl: As above

ROYAL ENFIELD ANNOUNCES SALE VOLUMES FOR MARCH 2023 AND FY 2022-23 REGISTERS HIGHEST EVER SALES OF 8,34,895 FOR THE FINANCIAL YEAR

New Delhi: April 1, 2023: Royal Enfield today announced its sales for the month of March 2023 which stood at 72,235 motorcycles as against 67,677 motorcycles sold during the same period last year. For the Financial year ended March 2023, Royal Enfield recorded total sales of 8,34,895 motorcycles, registering its highest ever overall sales in history; beating its previous high of **2018-19**, and recording a significant 39% growth over the previous financial year. Continuing its spectacular growth in international markets, the company crossed the 1,00,000 mark in export volumes for FY 2022-23, for the first time ever, and also registered a 23% growth over the previous financial year. With a 41% growth over the previous year, Royal Enfield registered sales of 7,34,840 in the domestic market.

Speaking about the performance for the month of March 2023, **B Govindarajan, CEO, Royal Enfield** said, "Royal Enfield's growth has been nothing short of remarkable this year, we've achieved new heights in sales and market share and have crossed 100,000 international volumes for the first time. Our motorcycles, like the Hunter 350 and Super Meteor 650, have exceeded expectations and attracted new customers into our fold. While the Hunter 350, within six months of its launch, has a young and vibrant 1 lakh-strong community, the all-new Super Meteor 650 has also left an indelible mark. At Royal Enfield, we're geared up for an exhilarating year ahead, filled with exciting new products and unbeatable customer experiences."

MOTORCYCLE SALES	MARCH			YTD		
	2023	2022	Growth	2022'23	2021'22	Growth
Domestic	59,884	58,477	2%	7,34,840	5,21,236	41%
Exports	12,351	9,200	34%	1,00,055	81,032	23%
Total	72,235	67,677	7%	8,34,895	6,02,268	39%

Brand & Business Updates for March 2023

EXCITING NEW UPGRADES ON ROYAL ENFIELD'S GLOBALLY SUCCESSFUL 650 TWINS

Royal Enfield launched four stunning new colourways on the Interceptor 650 and two exciting new shades on the Continental GT 650. All new colourways will come with functional and ergonomic features like enhanced seat comfort, new switchgear, a USB charging port, and an all new LED headlamp. The cast alloy wheels and tubeless tyres will come as standard on the blacked-out variants of the Interceptor 650 and the Continental GT 650.

ROYAL ENFIELD IS BACK WITH #ARTOFMOTORCYCLING SEASON 3

Royal Enfield is back with season 3 of its marquee creative campaign ArtofMotorcycling essentially bringing together art enthusiasts from around the country and offering them a platform to express



their love for art and 'the motorcycling way of life'. This year ArtOfMotorcycling also forayed into leading design colleges across Delhi, Mumbai, Bangalore and Chennai wherein the jury has organized interactive sessions for aspiring artists and designers.

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.

For further information please contact

corpcomm@royalenfield.com