

Source: Edition:	The Daily Telegraph {Business}
Country:	UK
Date:	Tuesday 13, May 2014
Page:	5
Area:	121 sq. cm
Circulation:	ABC 519200 Daily
Ad data: Phone:	page rate £46,000.00, scc rate £214.00 020 7931 2000
Keyword:	Royal Enfield



## Indian motorcyles ride into London

## **By Scott Campbell**

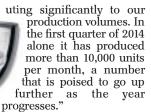
**<u>ROYAL</u>** Enfield, the motorcycle company which holds the record for the longest continuous production, is today opening its first store outside India, signalling a return to Britain for a company that has largely sold its bikes in the world' second most-populous country for the past 113 years.

The manufacturer, best known for its Continental GT model, will showcase its entire range of motorcycles as well as apparel and accessories in its new 850 sq ft store in Bethnal Green, London.

Royal Enfield reported a record first quarter in terms of sales for the period ending March 31, 2014, with motorbike sales rising 85pc year-on-year to 64,268 units. Earnings before interest and tax rose by 155pc to £13m.

There has been solid growth in volume so far and with an extremely healthy-looking order book, it looks as though the increase in figures is set to continue," said Siddhartha Lal, the company's chief executive.

"It has been just over a year since Royal Enfield started commercial production at a new state-of-the-art facility in Oragadam, Tamil Nadu, India. The new plant is shaping up nicely and is now contrib-



The opening of the dealer-

ship marks 50 years since the company held its "Top to Tip" sprint ride from John O'Groats to Land's End to mark the launch of the first Continental GT model in 1964.

Last week, motoring enthusiasts embarked on the 24-hour ride in aid of Riders for Health.

Reproduced by Gorkana under licence from the NLA (newspapers), CLA (magazines), FT (Financial Times/ft.com) or other copyright owner. No further copying (including printing of digital cuttings), digital reproduction/forwarding of the cutting is permitted except under licence from the copyright owner. All FT content is copyright The Financial Times Ltd.