

## Monthly Update - June 2021

### Sales performance

Royal Enfield posted a sale of **43,048** motorcycles in the month of June, against the sales of **38,065** motorcycles for the same month last year.

MOTORCYCLE SALES	JUNE			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
<b>Domestic</b>	35815	36510	-2%	104677	54939	91%
<b>Exports</b>	7233	1555	365%	18,963	2330	714%
<b>Total</b>	43048	38065	13%	123640	57269	116%

### Business Updates:

#### **Royal Enfield announces INR 20 Cr towards India's fight against COVID-19**

Royal Enfield strengthened its commitment to aid the country's fight against the pandemic with its initiatives focused on building long-term medical infrastructure, aiding remote and rural communities, and enabling local administrations with immediate response measures. Given the magnitude of the second wave and its subsequent impact, Royal Enfield has identified strategic medium and long-term programs that are inspired by UN's COVID-19 response framework - *Build Back Better*. The brand has committed **INR. 20 crores**, in addition to INR. 50 crores committed last year by Eicher Group to support relief and rehabilitation efforts.

#### **Royal Enfield is celebrating the legacy of the iconic Royal Enfield Classic with its #TimelessClassic campaign**

Royal Enfield has rolled out the **#TimelessClassic** campaign to celebrate the spirit of Pure Motorcycling. Motorcycling enthusiasts can participate in the campaign by sharing their favorite ride and adventure memories on the Classic 350 with **#TimelessClassic** and tagging **@royalenfield** in their posts. These can be shared either in the form of a photo, a video, or a reel. The best, most passionate stories from these entries are being shared across Royal Enfield's social media platforms, inspiring more riders to share their experiences.

**For further information please contact:**

Swati Sundareswaran- [swati@royalenfield.com](mailto:swati@royalenfield.com)

Prateek Sharma - [prateeksharma@royalenfield.com](mailto:prateeksharma@royalenfield.com)