

Monthly Update - May 2021

Sales performance

Royal Enfield posted a sale of 27,294 motorcycles in the month of May, against the sales of 19,113 motorcycles for the same month last year.

May 2020 and May 2021 were impacted by the COVID-19 pandemic and ensuing lockdown and strict restrictions across the country. Production activity at Royal Enfield plants in Chennai, and retail networks across the country were impacted due to local lockdowns.

MOTORCYCLE SALES	MAY			YTD		
	2021	2020	Growth	2020'21	2019'20	Growth
Domestic	20,073	18,429	9%	68,862	18,429	274%
Exports	7,221	684	956%	11,730	775	1414%
Total	27,294	19,113	43%	80,592	19,204	320%

Business Updates:

Eicher Motors' Q4 results

Eicher Motors, the maker of Royal Enfield motorcycles reported its highest ever quarterly revenue for the January-March period as sales exceeded 200,000 units on good rural and urban demand. The company reported consolidated revenue of Rs 2,940 crore, up 33% year-on-year.

Royal Enfield begins operations in Singapore with new store

Royal Enfield has started operations in Singapore by setting up a new flagship store in the city's Ubi Road. The new Royal Enfield Singapore store showcases the entire range of Royal Enfield motorcycles, including the RE Interceptor 650, Continental GT 650, Himalayan, and the Classic. Royal Enfield now has operations across the South East Asian region, in Thailand, Vietnam, Cambodia, the Philippines, Indonesia and now Singapore.

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