

Royal Enfield to accelerate global ride with product launches, retail & assembly expansion

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Royal Enfield Motors seeks to build on the growth momentum in its international business with a three-pronged strategy going forward.

Thanks to fresh motorcycle portfolios, its rich British roots, and penetration of overseas markets under its global expansion strategy, the company's international sales have expanded more than four times in the last five years, along with market share gains in key markets. The revenue from international business has increased to ₹2,080 crore from ₹1,732 crore in FY22 and ₹379 crore in FY19. In the Americas, the company, part of Eicher Mo-



Siddhartha Lal, MD & CEO,
Eicher Motors

tors, has secured more than 7 per cent market share in the 250cc-750cc segment, while it has garnered a 9 per cent share in the Asia-Pacific region, Europe, and West Asia.

"We are now the highest-selling motorcycle brand in the 250cc-750cc mid-size segment in India, Korea, and the UK. Royal Enfield is the Num-

ber 2 brand in Thailand, and Number 3 in France, Italy and Australia," Siddhartha Lal, Managing Director & CEO, Eicher Motors Ltd (EML), said in EML's latest Annual Report.

"With a strong line-up of motorcycles, and an expanding network of premium stores and retail touchpoints across the world, I believe we have huge headroom for growth in international markets," he added.

Royal Enfield intends to grow its international business by launching more products aligned to the underserved global mid-sized motorcycle market, expanding its retail network, and strengthening its global assembly capacities to ensure faster market reach.

The UK and Europe are the largest and fastest-growing

markets for Royal Enfield outside India. The market has a total of 70 exclusive stores and 495 MBOs (multi-brand outlets).

RETAIL EXPANSION

During FY23, Royal Enfield increased its retail touchpoints to more than 1,150, including 207 exclusive stores and over 950 MBOs across different countries. The network will be further expanded in this fiscal.

Also, it will soon launch the Super Meteor 650 in the APAC region and the Americas. It has already been launched in Europe, Australia, and New Zealand. With strong customer interest in the Super Meteor 650, the company has started receiving bookings from Europe and other markets even before the retail launches, said Lal.