**Monthly Update - April 2018**

**Sales performance**

Royal Enfield posted strong sales of **76,187** motorcycles in the first month of financial year 2018-19, recording a growth of 27% over the same period last year.

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| --- | --- | --- | --- |
| **Motorcycle sales** | **April-18 & YTD 18’19** | | |
| **2018** | **2017** | **Growth** |
| **INDIA** | **74627** | **58564** | **27%** |
| **INTERNATIONAL** | **1560** | **1578** | **-1%** |
| **TOTAL SALES** | **76187** | **60142** | **27%** |

**Business Update**

**Royal Enfield Announces INR 800 Crore Capex For FY 2018-19**

Royal Enfield announced capital expenditure of INR 800 crore for the year 2018-19 with emphasis on the commencement of construction of Phase-2 of the Vallam Vadagal plant in Tamil Nadu. In 2018-19, with the first phase of the Vallam Vadagal factory enjoying its first full year of operations, and with productivity optimization at its Oragadam plant, Royal Enfield will have an annual production capacity of about 950,000 units. The investment will also focus on the completion of Royal Enfield’s Technology Centre in Chennai, and development of new products to meet upcoming regulations and to expand its portfolio for the global markets.

**Rides and Events**

**One Ride | 8th April**

The eighth edition of Royal Enfield’s global marquee ride - One Ride witnessed participation from Royal Enfield riders in more than 115 cities in India and more than 28 countries across the world on Sunday, April 8th, 2018. One of the largest motorcycle community rides in the world, One Ride is a marquee event from Royal Enfield to encourage its enthusiasts from around the world to ride as one. Thousands of Royal Enfield riders take on the road on the first Sunday of April to celebrate the camaraderie year on year.

[**Images from One Ride 2018**](https://drive.google.com/open?id=16imLVR4ay1iSHnYfHtWN_qDaGZyy-e83)

**Tour of Nepal |14th- 29th April**

The seventh edition of Royal Enfield’s Himalayan ride - Tour of Nepal flagged off on 15th April 2018 from Lucknow. This year, 29 Royal Enfield enthusiasts are participating in this ride. The riders travelled over 2,430 kilometres in these 14 day ride passing through Dhangadi, Lumbini, Muktinath Kathmandu, Pokhara are more before culminating in Lucknow.

[**Images from Tour of Nepal**](https://drive.google.com/drive/folders/17rrYS_Eh5hxkfeketA7OBrSq0ddvKuwQ?usp=sharing)

**Upcoming Rides**

**Himalayan Odyssey registrations go live on May 04**

The registrations for the 15th edition of the Royal Enfield Himalayan Odyssey will open on May 04, 2018 on the Royal Enfield website <https://royalenfield.com/rides/events/ho/> . The ride is slated to flag off from New Delhi on 7th July 2018. This year 50 participants would be able to enroll themselves for the Himalayan Odyssey. Registrations for Himalayan Odyssey - Women (HO-W) will also start on May 04 and this year 20 women riders can participate on this epic journey.

**For more information, please visit:** <https://royalenfield.com/rides/events/ho/>

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