



## ROYAL ENFIELD STRENGTHENS SPARES LOGISTICS NETWORK WITH A NEW WAREHOUSE IN WEST

- *Enhances customer experience across Western and Central India with faster and more efficient aftersales support*

**Mumbai (India)|February 28, 2025:** Royal Enfield, the global leader in the mid-size motorcycle segment (250cc-750cc), has inaugurated a new warehouse in Bhiwandi (Thane) to ensure faster availability of genuine parts and enhance service efficiency across western and central India. The strategically located facility will significantly reduce transit time for Spare parts, Oil and Lubes for Royal Enfield's customers in Maharashtra, Gujarat, Madhya Pradesh and Goa.

Spread across 50,000 square feet, the new warehouse will stock 3,500+ SKUs to efficiently cater to demand for genuine parts and Royal Enfield essentials from 310+ channel partners. The new facility, located at Bhiwandi, Thane is about 45-KM from the Mumbai Airport and streamlines logistics and reduces aftersales service TAT to the RE network in the region.

Speaking at the inauguration of the new parts warehouse, **Yadvinder Singh Guleria, Chief Commercial Officer - Royal Enfield**, said, *"At Royal Enfield, we are dedicated to ensuring a seamless and hassle-free ownership experience for our customers. Our new warehouse in Bhiwandi is a key step toward enhancing service efficiency across Western and Central India. With the Western Ghats and Central India being popular riding destinations for the Royal Enfield community, faster access to Spare parts, Oil and Lubes will help riders enjoy uninterrupted journeys with greater confidence and ease."*

Reinforcing its commitment to sustainability, Royal Enfield has integrated eco-friendly practices at the warehouse, including, a digitised system to minimise paper usage, skylights and motion-sensor lights to optimize energy consumption, natural ventilation systems with louvers and ridge monitors, rainwater harvesting for zero rainwater discharge.

This new facility is part of Royal Enfield's continuous efforts to enhance customer satisfaction while driving operational and environmental efficiency.

### **About Royal Enfield:**

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls Pure Motorcycling.

Royal Enfield's premium line-up includes newly introduced electric vehicle brand, Flying Flea - the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage



over some of the toughest terrain and highest mountain passes.,

A division of Eicher Motors Limited, Royal Enfield operates through more than 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

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