

Royal Enfield's launch in Bangladesh on October 21

- A Monitor Desk Report

Date: 20 October, 2024



Dhaka: The 350cc Royal Enfield will be available for purchase in Dhaka, Bangladesh from October 21, 2024, after an unveiling event at the company's flagship store in the capital's Tejgaon area.

Royal Enfield's Bullet, Meteor, Hunter and Classic will be available in 12 different colours. Initially, one or two models will be available in 2-3 colours, according to reports.

Royal Enfield distributor Ifad Group has a production unit in Cumilla's Chauddagam where it assembles the motorcycles. Even though the company has not yet disclosed, the prices of the bikes will be between BDT 4 lac and BDT 5 lac, added industry insiders.

Reports also suggested, the average mileage of the motorcycles will be 36-38 km. Motorcycles with engines over 165cc used to be restricted in Bangladesh until September last year when the government raised the

bar to 375cc.

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