

News monitored for: Royal Enfield

● NEW MOTORCYCLE

Royal Enfield targets younger, urban crowd with the Scram 411

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LAST WEEK, ROYAL Enfield launched the Himalayan Scram 411, the adventure crossover motorcycle based on the Himalayan, which was launched in 2016. Priced ₹2.03 lakh onwards (ex-show-room), it is available for sale in India immediately and will debut in Europe and Asia Pacific by the middle of this year.

“The Scram 411 is the perfect crossover for young city-dwellers, who prefer a motorcycle that is fun and engaging to ride around the city, yet has a rugged appeal,” B Govindarajan, executive director, Royal



Enfield, told *FE*.

While the Himalayan, over the years, has been able to give Royal Enfield a younger customer base (the Interceptor 650 and the Continental GT 650 are usu-



(Left) B Govindarajan, executive director, Royal Enfield; and the new Himalayan Scram 411 (above)

ally bought by mature customers, an automotive analyst told *FE*), because it is too adventure-focused it may not outrightly appeal to, say, a college kid. “College-going young adults form a decent chunk of

motorcycle-buying public in India,” the analyst, who did not wish to be quoted, said. “These young adults have been preferring the Pulsars and the Yamahas. The Himalayan, priced ₹2.15 lakh, is a bit pricey for this class of buyers.”

While the Scram 411 isn’t exactly in the price range as most Pulsars and Yamahas are, Royal Enfield has tried to make it look unique. So unlike the subdued and earthy colours of the Himalayan, the Scram 411 gets more vibrant colours such as red, blue, white, grey and combinations thereof.

Govindarajan added that with newer models such as the Meteor 350, all-new Classic 350 and now the Scram 411, the motorcycle manufacturer expects higher sales numbers; it had sold around 551,000 units in CY21, far lower than the pre-Covid-19 peak of 838,000 motorcycles in CY18 and 691,000 motorcycles in CY19. “As far as booking numbers are concerned, we are close to pre-pandemic levels,” he said. “But because of the existing semiconductor shortage, we haven’t been able to deliver as much.”