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Royal Enfield To Launch 2 Bikes



Heavy-weight motorbike maker Royal Enfield on will launch two models by early next year and plans to expand its overall production capacity by over 35% by 2010. At present, Royal Enfield is evaluating possibilities for launching the two bikes with two different engines, twinspark 350cc and 500cc engine with EFI technology.

"We have plans, we have enough engine platforms for bringing in new models. We will be launching two more models by the end of this year or early next year," Royal Enfield Divisional General Manager (Sales and Marketing) Shaji Koshy said.

Royal Enfield is also increasing its production capacity to 60,000 units per annum by 2010 from the existing 44,000 bikes a year at its facility in Chennai. They would also invest Rs 25 crore in enhancing capacities and launching new products by 2010.

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