At \_\_\_\_, the iconic royal enfield was staring at a loss of rs.  
 Ans: The turn of the millennium  
crores and had to turn it around or risk \_\_\_\_.  
 Ans: Shutdown  
Modernizing the \_\_\_\_ to appeal to a wider, newer customer base, was the solution, but doing so could alienate existing customers.  
 Ans: Bikes  
It was a \_\_\_\_ they had to meet, and did so in style.Royal enfield was repeatedly incurring losses and sales had dropped to , units a month.  
 Ans: Challenge  
The losses were \_\_\_\_, and the situation was becoming untenable.  
 Ans: Mounting  
Siddhartha lal, a member of the \_\_\_\_-based lal family and promoter of the eicher group of companies, vociferously stated that royal e(cid:)field deser(Cid:)ed.Royal enfield's turnaround is a classic case study in product planning, process and brand management.  
 Ans: Delhi  
They sold , motorcycles in , a % increase in sales from \_\_\_\_.  
 Ans: The pre(cid:)ious year  
In order to meet demand, royal \_\_\_\_ announced an investment of rs crore in a new facility in chennai, which would see its production capacity beyond .  
 Ans: Enfield  
lakh units \_\_\_\_ year.  
 Ans: Per