

ROYAL ENFIELD CLOCKS RECORD BREAKING FESTIVE PERFORMANCE* WITH 2,49,279 MOTORCYCLES SOLD

*Festive months of September - October, 2025

- Royal Enfield posted 1,24,951 sales during October 2025, marking a growth of 13% over the same period last year

Chennai: November 01, 2025: Royal Enfield achieved its highest-ever festive performance, crossing a remarkable milestone of **over 2.49 lakh motorcycles sold during the festive months** of September and October with **26% growth** over the same period last year. In October alone, the company posted monthly sales of **1,24,951 motorcycles**, registering a **13% growth** over the same period last year. Royal Enfield also exported **8,107 motorcycles** during the month.

Speaking about the performance for October 2025, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"This festive period has been truly special for all of us at Royal Enfield, as the festive spirit translated into an overwhelming response from customers across the country. With over 2.49 lakh motorcycles sold during the festive months of September and October, our best-ever festive performance, we have achieved a milestone that speaks volumes about our momentum and the unwavering love riders have for the brand. From refreshed favourites like the Hunter 350 and Meteor 350 to timeless icons like the Bullet and Classic, our motorcycles continue to inspire and bring riders closer to the joy of motorcycling. As we are now gearing up to showcase some of our exciting new motorcycles at EICMA and celebrate the spirit of riding with our community at Motoverse, it is going to be truly a special time for us."*

MOTORCYCLES SALES	October			YTD		
	2025	2024	Growth	2025'26	2025'24	Growth
Domestic	116,844	101,886	15%	638,326	512,729	24%
Exports	8,107	8,688	-7%	78,528	52,625	49%
Total	124,951	110,574	13%	716,854	565,354	27%

Brand & Business Updates

Royal Enfield announced second edition of 'Journeying Across the Himalayas'

Royal Enfield Social Mission announced the return of Journeying Across the Himalayas, its annual multidisciplinary festival dedicated to celebrating and safeguarding the cultural and natural heritage of Royal Enfield's spiritual home — the Himalayas. The second edition will be held from 4-10 December 2025 at Travancore Palace, New Delhi, bringing together a week-long immersion of exhibitions, performances, dialogues, workshops, culinary journeys, and community-led experiences.

Royal Enfield announced its partnership with Amazon

Royal Enfield partnered with Amazon to offer a more comfortable shopping experience to its customers. The partnership offers enhanced convenience in their purchasing process in addition to flexible & easy payment options available on the e-commerce platform. The purchase option is currently available for customers in 5 major cities such as Ahmedabad, Chennai, Hyderabad, New Delhi and Pune. The entire 350cc range that includes the Classic 350, Bullet 350, Hunter 350, Goan Classic 350 and the new Meteor 350 will be available through a seamless interface and a dedicated Royal Enfield brand store on Amazon India.

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 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 Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ motorcycle brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

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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