

ROYAL ENFIELD HITS ALL-TIME FESTIVE HIGH WITH 1,24,328 UNITS SOLD IN SEPTEMBER 2025

Chennai: October 01, 2025: Royal Enfield posted monthly sales of **1,24,328** motorcycles in September 2025 marking highest ever monthly sales figures in the history of the brand. The company witnessed **43%** growth over the same period last year against **86,978** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **10,755** motorcycles during the month as compared to **7,653** during the same period last year.

Speaking about the performance for September 2025, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield**, said, *"It has been an incredible start to the festive season for us at Royal Enfield, we have registered our best ever monthly sales volume and have crossed 1,00,000+ retail volumes for the month. To make sure that our customers take home their favourite Royal Enfield motorcycle this festive season, we have put in considerable effort. In the month of September, we announced the upgraded Meteor 350 which has received a promising response from our community. All our new and existing motorcycles continue to perform well, we are confident of the growth momentum and are looking forward to a great year ahead."*

MOTORCYCLES SALES	September			YTD		
	2025	2024	Growth	2025'26	2025'24	Growth
Domestic	1,13,573	79,325	43%	5,21,482	4,10,843	27%
Exports	10,755	7,653	41%	70,421	43,937	60%
Total	1,24,328	86,978	43%	5,91,903	4,54,780	30%

Brand & Business Updates

Royal Enfield launches the upgraded 2025 Meteor 350

Royal Enfield launched the all-new refreshed Meteor 350 line-up in India, redefining mid-size cruising with enhanced style, comfort, and features. The motorcycle is available in four variants: Fireball, Stellar, Aurora, and Supernova, across seven striking new colourways, with prices starting at INR 1,95,762 (ex-showroom, Chennai). Powered by the 349cc air-cooled J-series engine, the 2025 Meteor 350 comes with upgrades such as LED headlamps, Tripper navigation pod, LED turn indicators, USB Type-C fast-charging port, Assist-and-slip clutch, and adjustable levers.

Royal Enfield concluded its 14th edition of One Ride 2025

Royal Enfield's One Ride 2025, now in its 14th edition, brought together over 40,000 riders across 1,500 rides in 60+ countries for a global celebration of camaraderie and Pure Motorcycling. Held on 21st September 2025, the event encouraged riders of all ages, backgrounds, and cultures to ride together, from Chennai to California, under the theme 'Ride More. Ride Safe. Ride Together.'

Royal Enfield announced its partnership with Flipkart

Royal Enfield has partnered with Flipkart to offer flexible payments for its 350cc motorcycles. Starting September 22, 2025, customers in Bengaluru, Gurugram, Kolkata, Lucknow, and Mumbai can purchase Royal Enfield's entire 350cc range including the Bullet 350, Classic 350, Hunter 350, Goan Classic 350, and Meteor 350, on Flipkart. Delivery and after-sales support will be handled by the customer's preferred Royal Enfield authorised dealer, making the purchase process more convenient and accessible.



Flying Flea C6 won the Red Dot Design Award 2025

Flying Flea, the city+ mobility brand endorsed by Royal Enfield, won the prestigious Red Dot Award 2025 in the Design Concept category for its Flying Flea C6. Inspired by the original 1940s Royal Enfield Flying Flea, a lightweight, all-terrain motorcycle airdropped during WWII, the C6 captures the spirit of lightness, agility, and adaptability, bridging classic design with modern innovation.

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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