



ROYAL ENFIELD EXPANDS ITS ONLINE RETAIL PRESENCE

ENTIRE 350CC MOTORCYCLE RANGE NOW AVAILABLE ON AMAZON.IN

Chennai, October 09, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, has further strengthened its online retail presence through its tie-up with Amazon India. Now, customers can purchase their favourite Royal Enfield 350cc motorcycle on Amazon.in from the comfort of their homes.

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.

The delivery and aftersales service support will be provided by the customer's preferred Royal Enfield dealership in the city. On the Royal Enfield brand page, customers can also purchase genuine motorcycle accessories (GMAs), riding gear and merchandise, making the overall purchase experience hassle-free and convenient with a click of a button.

Today, Royal Enfield 350cc motorcycles are available on two leading e-commerce platforms catering to 10 major cities in India viz., Ahmedabad, Chennai, Hyderabad, New Delhi & Pune through Amazon.in and Bengaluru, Gurugram, Kolkata, Lucknow & Mumbai via Flipkart.com.

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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