



## ROYAL ENFIELD RECORDS MONTHLY SALES OF 88,045 MOTORCYCLES IN JULY 2025

**Chennai: August 01, 2025:** Royal Enfield posted monthly sales of **88,045** motorcycles in July 2025, up **20%** from the same month last year. The company exported **11,791** motorcycles during the month, up **95%** as compared to **6,057** units exported during the same period last year.

Speaking about the performance for July 2025, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield**, said, *"We are extremely pleased with the sustained demand momentum across our product portfolio. Our new range of motorcycles on the Sherpa 450 platform, and the new refreshed Hunter 350 are seeing excellent reception both in India and global markets. With strong focus on product innovation, global outreach and community engagement, we are confident of further consolidating our leadership in the mid-size motorcycle segment."*

MOTORCYCLES SALES	July			YTD		
	2025	2024	Growth	2025-26	2024-25	Growth
Domestic	76,254	61,208	25%	3,05,033	2,65,894	15%
Exports	11,791	6,057	95%	48,540	28,278	72%
Total	88,045	67,265	31%	3,53,573	2,94,172	20%

### Brand & Business Updates

#### Royal Enfield Concluded the 21st Edition of Himalayan Odyssey

Royal Enfield concluded the 21st edition of its iconic Himalayan Odyssey on July 15, following an 18-day, 2,600-km ride through Ladakh, Spiti, and Zaskar. This year's journey saw 77 riders from around the world traverse scenic landscapes and challenging terrain, including a climb to Umling La, the world's highest motorable pass. The expedition continued to celebrate the spirit of exploration, resilience, and camaraderie that defines every Himalayan Odyssey.

#### Royal Enfield Launched its Off-Road Collection

Royal Enfield launched its new Off-Road Collection, a purpose-built range of premium riding gear designed for off-road and trail motorcycling. Crafted to offer enhanced safety, comfort, and style, the collection includes CE Class A certified Gravel Jackets and Trousers, MX Pro Gloves, the Defender Pro Base Layer, and the Escapade DS Edge Helmet, engineered to meet the demands of serious off-road riders.

#### About Royal Enfield

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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