

ROYAL ENFIELD CONTINUES GROWTH TRAJECTORY WITH 1.26 LAKH MOTORCYCLES SOLD IN AUGUST 2026

Chennai: September 01, 2026: Royal Enfield posted monthly sales of **1,26,479** motorcycles in August 2026, registering an **11%** growth over the same period last year.

Speaking about the performance for August 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"August was another growth month for us, continuing our strong sales momentum and setting a robust foundation as we head into the festive season in India. During the month we continued to evolve our product portfolio; we introduced the Classic 350 Gorkha Edition - a proud tribute to our historic association with the Armed Forces and brought fresh energy to the iconic Continental GT 650 through feature updates. At the same time, our electric mobility vision through Flying Flea is taking real shape, with the Flying Flea C6 already crossing 50,000 customer-driven kilometers in Bengaluru alone. Our key international markets also continued on a strong growth trajectory during the month. Channeling the momentum into our community initiatives, we hosted the biggest edition of GRRR nights in Mumbai and are set to unite the world's largest riding community at the biggest 'One Ride' event in September."*

MOTORCYCLES SALES	August			YTD		
	2026	2025	Growth	2026'27	2025'26	Growth
Domestic	1,14,204	1,02,876	11%	5,20,695	4,07,909	28%
Exports	12,275	11,126	10%	54,443	59,666	-9%
Total	1,26,479	1,14,002	11%	5,75,138	4,67,575	23%

Brand & Business Updates

Launched the Classic 350 Gorkha Edition and Gorkha Apparel Collection in India and Nepal

Inspired by the enduring legacy of the Gorkha regiment, Royal Enfield launched the Classic 350 Gorkha Edition in India and Nepal. Conceptualised as a mark of honour and admiration, the motorcycle is finished in a distinctive Gorkha Green with a bespoke insignia featuring the legendary crossed Khukris. Alongside the motorcycle, Royal Enfield also introduced the Gorkha Collection, an exclusive range of apparel inspired by the bravery and discipline of the Gorkha Regiment.

Launched the updated Continental GT 650

Royal Enfield launched an enhanced expression of its iconic café racer, the Continental GT 650. Sharpening its distinctive style and modern-day practicality, the latest Continental GT 650 now comes equipped with black-painted instrument cowl, new LED trafficators, USB Type-C fast charging port, and a blacked out engine, exhaust and cast alloy wheels on the Rocker Red variant.

Hosted Hunterhood in Kochi and GRRR Nights in Mumbai

Royal Enfield continued to deepen its cultural presence with major street and urban lifestyle events in August. Following its highly successful editions across Chennai, Delhi, Mumbai, Shillong, and Lucknow, HunterHood made its debut in Kochi, bringing together music, art, fashion, and street sports to transform the coastal city into a celebration of street culture. Additionally, GRRR Nights x Underground hosted its biggest-edition to date in Mumbai, celebrating the spirit of the Guerrilla 450 through custom

motorcycles, supercars, live MMA, performances by Seedhe Maut, and a landmark showcase featuring the Guerrilla 450 in the legendary Maut Ka Kuan.

Art of Motorcycling returns with Season 6 “Game Mode On”

Building on the success of the last five seasons, Royal Enfield announced the sixth edition of #ArtOfMotorcycling (AOM). This year’s theme ‘Game Mode On’ invites artists across 13 regions to reimagine the thrill of motorcycling through the nostalgic lens of retro gaming. Registrations for the 2026 edition will close on 21st October, inviting entries across two categories: The Adults Edition (Global) and The Kids Edition (India only).

International Business

Royal Enfield launched the Goan Classic 350, Guerrilla 450 Apex, Himalayan Mana Black, and showcased the Flying Flea C6 at The Festival Interlagos in Brazil. It also had a presence at Brasília Capital Moto Week 2026, featuring exclusive reveals of the Classic 650 125th Edition and new Meteor 350 colorways. In Southeast Asia, Royal Enfield Custom World returned to Malaysia's Art of Speed 2026 with global custom unveils Obsidian and Carolina Reaper, while introducing the FT450 flat-tracker and inaugural Slide School Cup 2026 in Thailand. Building on its global riding momentum, the brand also announced Moto Mongolia 2026, its first-ever marquee ride in Mongolia, scheduled for September 5-18.

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, Bullet 650 and the 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 launched its first electric motorcycle, the FF.C6 as part of its city+ electric mobility 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 2,100+ retail outlets across all major cities and towns in India and through nearly 1,200+ retail outlets across 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company’s four state-of-the-art production facilities are located at Thiruvottiyur, Cheyyar, Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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