

ROYAL ENFIELD RIDES AHEAD WITH POSITIVE SALES GROWTH IN AUGUST 2025: RECORDS AN IMPRESSIVE MONTHLY SALES OF 1,14,002 MOTORCYCLES

Chennai: September 01, 2025: Royal Enfield posted a strong monthly sales of **1,14,002** motorcycles in August 2025, up by a significant **55%** from the same month last year. The company exported **11,126** motorcycles during the month, up **39%** as compared to **8,006** units exported during the same period last year.

Speaking about the performance for August 2025, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield**, said, *"Our performance in August reflects a positive momentum as we step into the festive season, which traditionally drives strong demand in the domestic market. It is equally heartening to see our exports continue to perform well. With the 2025 Hunter 350 and Guerrilla 450 already generating excitement, our portfolio is well poised to meet rider aspirations. Our community remains at the core of Royal Enfield, and with the announcement of Motoverse and Art of Motorcycling in November 2025, we will continue to create experiences that deepen connections and celebrate the spirit of pure motorcycling."*

MOTORCYCLES SALES	August			YTD		
	2025	2024	Growth	2025-26	2024-25	Growth
Domestic	1,02,876	65,623	57%	4,07,909	3,31,517	23%
Exports	11,126	8,006	39%	59,666	36,284	64%
Total	1,14,002	73,629	55%	4,67,575	3,67,801	27%

Brand & Business Updates

Royal Enfield launched 2025 Hunter 350 in a new Graphite Grey to its existing range of new colourways

Royal Enfield launched a new colourway for the 2025 Hunter 350 - Graphite Grey. This addition elevates the mid variant to three distinctive hues, complementing the existing Rio White and Dapper Grey, and bringing the Hunter 350's total colour options to seven. Inspired by urban energy, the 2025 Hunter 350's new Graphite Grey caters to riders who see the city as their playground combining a matte, minimalistic design with bold neon yellow graffiti-inspired accents.

Royal Enfield launched a bold new colourway of the Guerrilla 450

Royal Enfield unveiled the all-new Shadow Ash colourway of the Guerrilla 450 at the high-energy 'GRRR Nights X Underground' event in partnership with Tapaswi Racing in Pune. Priced at INR 2,49,000 (ex-showroom, Chennai), the Shadow Ash edition draws inspiration from stealth and strength, featuring an olive-green tank with blacked-out detailing that amplifies the muscular stance of this urban roadster. Designed for riders who value power and a distinct style, the new dual-tone colourway is part of the Dash variant and also comes equipped with the Tripper Dash.

Royal Enfield Motoverse 2025 dates announced

Royal Enfield announced the dates of Motoverse 2025: the ultimate annual pilgrimage and the Mainstage of moto-culture for its community of riders, fans, enthusiasts, artists, and free spirits. To be held in Goa from November 21–23, 2025, this year promises to be packed with exciting new elements, featuring some of the best custom builds crafted in tandem with the global ecosystem of custom and craft.

Royal Enfield announces 1st Edition of Himalayan Spirit

Royal Enfield announced Himalayan Spirit, a curated off-road experience at BigRock Dirt Park in Kolar, created exclusively for Himalayan riders. The program helps participants build essential riding, navigation, and life skills through two loops—Challenge and Navigation—featuring trails, technical sections, and obstacle courses. The experience also includes team activities that foster camaraderie and reflect Royal Enfield's ethos of leaving every place better.



Royal Enfield announces Season 5 of Art of Motorcycling

Royal Enfield announced the 5th season of its global creative platform, #ArtOfMotorcycling, themed Cine-Verse. Open to participants from 12 countries, the season invites artists to design a movie poster featuring themselves and their Royal Enfield, with a new AOM Young Talent category for ages 11–18. A global jury of renowned artists, including Harun Robert, Raj Khatri, Diana Ordóñez, and Muchlis Fachri, will mentor and evaluate entries. Shortlisted works will be showcased at Motoverse 2025 in Goa, continuing the platform's mission of blending creativity with the spirit of motorcycling.

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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