

ROYAL ENFIELD SUSTAINS STRONG MOMENTUM WITH 1,18,232 MOTORCYCLES SOLD IN JULY 2026

Chennai: August 01, 2026: Royal Enfield posted monthly sales of **1,18,232** motorcycles in July 2026. The company witnessed **34%** growth over the same period last year against **88,045** motorcycles sold.

Speaking about the performance for July 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"July was another strong month for us, marked by steady performance in our core motorcycle portfolio and an extremely encouraging response to our first electric motorcycle, the Flying Flea C6. To meet the rising interest and ensure seamless support for FF.C6, we are adding new Flying Flea retail sales and service outlets in Bengaluru. Expanding our community initiatives, we concluded the 22nd edition of the Himalayan Odyssey and hosted the global drop of the Limited-Edition Shotgun 650 x Rough Crafts, which sold out in just three minutes in India. To power the next phase of our growth, we are proceeding with Phase I of our new greenfield facility in Andhra Pradesh, a strategic investment designed to build capacity for the long-term. As we head into the festive months ahead, we are well on track to maintain our momentum."*

MOTORCYCLES SALES	July			YTD		
	2026	2025	Growth	2026'27	2025'26	Growth
Domestic	1,05,317	76,254	38%	4,06,491	3,05,033	33%
Exports	12,915	11,791	10%	42,168	48,540	-13%
Total	1,18,232	88,045	34%	4,48,659	3,53,573	27%

Brand & Business Updates

Flying Flea Expanded Retail Footprint in Bengaluru

Following the launch of its first store in Jayanagar, Royal Enfield's City+ electric mobility brand, Flying Flea is adding 10 new retail touchpoints across Bengaluru to meet strong interest for its first electric motorcycle, the Flying Flea C6. Underscoring the brand's commitment to building a connected, convenient, and seamless ownership experience, the new touchpoints will ensure easy accessibility to sales and after-sales support across key areas in Bengaluru.

Introduced the 2026 Classic 350 with New Rider-Focussed Enhancements

Royal Enfield introduced two new rider-focussed enhancements to the iconic 2026 Classic 350, including an Assist and Slipper Clutch for lighter clutch action and smoother gear shifts, along with a USB Type-C Fast Charging port for added practicality on daily commutes and long-distance rides. Designed to make every ride effortless, these updates retain the motorcycle's timeless design, refined J-series engine and signature riding experience.

Announced ₹1,225 Crore Investment for Phase I Greenfield Capacity Expansion

To power Royal Enfield's next phase of growth, the company is investing ₹1,225 crore in Phase I of a new greenfield facility in Andhra Pradesh. At full capacity, this plant will add up to 4.5 lakh motorcycles

per year. Targeted for completion during FY 2029–30, this strategic expansion is designed to ensure future demand readiness while building capacity for long-term growth.

The 22nd Edition of the Himalayan Odyssey Concluded

Royal Enfield concluded the 22nd edition of its Himalayan Odyssey. In 2026 the haloed marquee-event brought together riders from eight countries across three new expedition formats (Original, Xplore, and Nubra), covering over 4,200 kilometers of Himalayan terrain. Grounded in responsible travel, the ride also championed Royal Enfield's #LeaveEveryPlaceBetter initiative, empowering riders to positively impact the communities and environments along their route.

Limited-Edition Shotgun 650 x Rough Crafts: Sold out in 3 minutes in India

Showcasing the creative potential of the Shotgun 650 platform, Royal Enfield introduced the Shotgun 650 x Rough Crafts, a bespoke collaboration with Taiwanese custom house Rough Crafts, inspired by the 'Caliber Royale'. Capped at just 100 individually numbered units worldwide, the limited edition generated over 9,000 global registrations and is now completely sold out, with the 25 motorcycles allocated to India selling out in a mere 3 minutes.

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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