



## ROYAL ENFIELD RECORDS MONTHLY SALES OF 89,540 IN JUNE 2025

**New Delhi: July 01, 2025:** Royal Enfield posted monthly sales of **89,540** motorcycles in June 2025, up **22%** from the same month last year. The company exported **12,583** motorcycles during the month, up **79%** as compared to **7,024** during the same period last year.

Speaking about the performance for June 2025, **B Govindarajan, Managing Director, Eicher Motors, and Chief Executive Officer, Royal Enfield**, said, *"We saw strong double-digit growth in June, reflecting the steady momentum we have built across markets. Our motorcycles continued to perform well not just in India but in several key global markets, driven by a growing community of riders who resonate with our brand and purpose. We are confident of the growth momentum and are looking forward to building on this growth with a sharp focus on innovation, quality, and delivering a pure motorcycling experience."*

MOTORCYCLES SALES	June			YTD		
	2025	2024	Growth	2025-26	2024-25	Growth
Domestic	76,957	66,117	16%	2,28,779	2,04,686	12%
Exports	12,583	7,024	79%	36,749	22,221	65%
Total	89,540	73,141	22%	2,65,528	2,26,907	17%

### Brand & Business Updates

#### **Royal Enfield begins Flags Off the 21st edition of Himalayan Odyssey**

Royal Enfield flagged off the 21st edition of Himalayan Odyssey on June 30, 2025. Spanning 2,600 km over 18 days, the expedition takes 77 riders through Ladakh, Spiti, and Zaskar, including Umling La—the world's highest motorable pass. Backed by robust logistical and medical support, the ride is a celebration of adventure, endurance, and responsible exploration.

#### **Royal Enfield Apparel Launches Conscious Collection**

Royal Enfield introduced its Conscious Collection under the brand's Green Pursuit initiative, reaffirming its commitment to sustainability and pure motorcycling. This new line of apparel is thoughtfully crafted using recycled materials, Himalayan grass fibre, organic cotton, and natural dyes. With grounded, earthy tones and eco-conscious packaging, the collection reflects purpose-led craftsmanship, transforming waste into wearable expression and honouring nature in every detail.

#### **About Royal Enfield**

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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