

PRESS RELEASE

ROYAL ENFIELD MAINTAINS GROWTH MOMENTUM WITH 1,03,231 MOTORCYCLES SOLD IN MAY 2026

Chennai: June 01, 2026: Royal Enfield posted monthly sales of 1,03,231 motorcycles in May 2026. The company witnessed **15%** growth over the same period last year against 89,428 motorcycles sold.

Speaking about the performance for May 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"We are carrying our momentum in FY27 with continued growth in Q1, despite the prevailing macro-headwinds. This month was exciting for us, as we strengthened our product portfolio with the Bullet 650. The Bullet is the world's longest-running motorcycle in continuous production and has garnered the love of riders across generations. The all-new Bullet 650 carries that legacy forward authentically, retaining the soul and unmistakable design philosophy of the Bullet. Another significant business milestone in May was the announcement of our plans for a new manufacturing facility in Andhra Pradesh to support our long-term projected growth. We also continued to deepen our presence in International markets and engage our riding communities through initiatives like the biggest-ever Himalayan Odyssey and the sixth edition of the Continental GT Cup."*

MOTORCYCLES SALES	May			YTD		
	2026	2025	Growth	2026'27	2025'26	Growth
Domestic	94,115	75,820	24%	1,98,244	1,51,822	31%
Exports	9,116	13,609	-33%	18,151	24,166	-25%
Total	1,03,231	89,429	15%	2,16,395	1,75,988	23%

Brand & Business Updates

Launched the Bullet 650

Royal Enfield launched the Bullet 650 in India and across EMEA and ANZ regions, expanding the brand's 650cc motorcycle portfolio with the iconic Bullet DNA. Powered by a 647.95cc parallel twin engine producing 52.3 Nm of torque, the motorcycle features signature peashooter exhausts in gleaming chrome, carrying forward the timeless styling and distinctive character of the Bullet.

Announced Strategic Manufacturing Expansion in Andhra Pradesh

Royal Enfield announced plans to acquire a land parcel in Tada, Andhra Pradesh, for a new greenfield manufacturing facility. With a planned investment of approximately ₹2,500 crore, the project will be implemented in a phased manner, calibrated to future demand and market conditions. The investment will augment Royal Enfield's manufacturing capacity and provide the impetus for its next phase of growth, while strengthening its presence in a state with immense potential.

Registrations Opened for the Biggest-Ever Himalayan Odyssey

Royal Enfield announced registrations for the 22nd edition of its iconic Himalayan Odyssey, marking the brand's 125th year milestone. Reimagined across four distinct formats for the first time - *Himalayan Odyssey Original, Explore, Kargil Circuit and Nubra Circuit* - the 2026 edition aims to make the iconic journey more inclusive while continuing to celebrate the spirit of Pure Motorcycling. Spanning some of

the highest motorable passes in the world, the event continues to strengthen Royal Enfield's rider communities and commitment to responsible travel through its #LeaveEveryPlaceBetter initiative.

Registrations commenced for Continental GT Cup 2026

Royal Enfield announced the commencement of registrations for the 6th edition of the Continental GT Cup presented by JK Tyre. Continuing its 'Street to Track' philosophy, the Continental GT Cup remains one of the most accessible entry points into circuit racing in India. Expanding to eight cities for the first time, the championship will conduct zonal selection rounds in Guwahati, Noida, Ahmedabad, Mumbai, Pune, Hyderabad, Bengaluru and Chennai, providing aspiring racers with an opportunity to earn a place on the national grid. This edition will also feature the all-new GT-R750 race prototype in the Professional category. Through its distinctive Pro-Am format, the championship brings amateur and professional riders together on a shared platform, creating an environment that combines competition, mentorship and skill development while strengthening Royal Enfield's growing motorsport ecosystem.

International Business

During the month, Royal Enfield introduced the Guerrilla 450 APEX in Australia and New Zealand, Goan Classic 350 in Malaysia, and introduced five motorcycles alongside the inauguration of a store in Hanoi, Vietnam. In EMEA, the brand announced the second edition of the Busted Knuckles Build Off (BKBO) Europe in partnership with Bike Shed and Motorcycle News, to create bespoke custom builds based on the Shotgun 650 platform. While in North America, it unveiled the Roland Sands custom-built Shotgun 650 at the One Moto Show in Portland, highlighting the creativity and customization potential of the platform. Royal Enfield further strengthened its global cultural connect through a collaboration with Brut, Sam Webb and House of Classic during Cannes 2026. In Latin America, Royal Enfield expanded its footprint in Colombia through new store launches and participation in the Feria de las 2 Ruedas event, one of the largest motorcycle industry shows in Latin America. In Brazil, the company continued to strengthen its network with the opening of new dealerships.

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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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 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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