

ROYAL ENFIELD PLANS A STRATEGIC MANUFACTURING EXPANSION TO ACQUIRE A LAND PARCEL IN ANDHRA PRADESH FOR A GREENFIELD FACILITY

Chennai, May 18, 2026: Royal Enfield, the global leader in the mid-size (250cc–750cc) motorcycle segment, is set to secure a land parcel for a new greenfield manufacturing facility in Tada (Tirupati), Andhra Pradesh.

The company plans to invest approximately ₹2,500 crores for the greenfield expansion. Subject to approval by the company's board, the project will be implemented in a phased manner, calibrated to future demand and market conditions.

Currently, the company has a capacity of around 14.6 Lakh motorcycles per year, which is close to full utilisation. In February 2026, Royal Enfield announced a ₹958 crores investment for capacity expansion in Cheyyar Tamil Nadu which will increase the total capacity to 20 lakh units.

Speaking on the strategic expansion plan, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield** said, *"Royal Enfield's philosophy has always been to stay connected with our community to deliver the best possible products and experiences. We currently operate four world-class manufacturing facilities in Tamil Nadu, with a total projected capacity of 2 million units annually. This investment in Andhra Pradesh will augment that capacity and provide the impetus for our next phase of growth."*

"We are grateful to the Government of Andhra Pradesh for their support and partnership as we strengthen our presence in a state with immense potential. Having already established over 100 retail and service outlets and more than 1,200 direct and indirect employment opportunities, we are proud to contribute to its industrial and economic landscape."

As part of its long-term growth trajectory, Royal Enfield routinely evaluates options for future projects. Currently, the company has four world-class manufacturing facilities in Tamil Nadu, India and seven CKD facilities across Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia. It operates through more than 3200 stores across India and 80+ countries around the globe. Royal Enfield's two world-class technical centres are located in Bruntingthorpe, UK, and in Chennai, India.

In FY'26, Royal Enfield delivered its second consecutive year of over one million motorcycles, crossing 1.2 million units. The company ranked highest in two-wheeler initial quality in the 2025 J.D. Power India and secured top position in the FADA Dealer Satisfaction Survey.



Strengthening its position as a truly global Indian brand, Royal Enfield, also ranked #3 among the World's Strongest Automobile Brands in the Brand Finance Automotive Industry 2026 report.

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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 unveiled its new 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 three state-of-the-art production facilities are located at Tiruvottiyur, 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.

For further information, please contact: corpcomm@royalenfield.com
