PRESS RELEASE

ROYAL ENFIELD POSTS BEST-EVER FESTIVE SEASON WITH 2,67,400 MOTORCYCLES SOLD

Chennai: November 01, 2026: Royal Enfield recorded its highest-ever monthly sales in October 2026, delivering **1,33,442** motorcycles and achieving a **7%** growth year-on-year. Driven by strong festive demand across September and October 2026, cumulative sales reached 2,67,400 units - surpassing the previous year's full festive total even before the season had concluded.

Speaking about the performance**, B. Govindarajan, Managing Director of Eicher Motors Ltd. and Chief Executive Officer of Royal Enfield, said,** *"It has been an exceptional festive season for us at Royal Enfield. Riders across the country continue to choose our brand and motorcycles, making this our best-ever festive performance. The strong response across our portfolio - from iconic favourites like the Classic 350 to new additions like the Himalayan 440 - reflects the enduring bond we share with our riding community. As the festive season enters its final stretch, we are ramping up production to meet the growing demand. Our key international markets have also begun showing a positive growth trajectory. Furthermore, we continued expanding the Flying Flea footprint across India, extending its retail presence to two additional major urban hubs: Hyderabad and Pune. The weeks ahead will be even more exciting as we gear up to celebrate with our community at Motoverse."*

MOTORCYCLES SALES	***October***			***YTD***		
	2026	**2025**	**Growth**	**2026'27**	**2025'26**	**Growth**
Domestic	1,21,527	1,16,844	4%	7,63,548	6,38,326	20%
Exports	11,915	8,107	47%	78,990	78,528	1%
Total	1,33,442	1,24,951	7%	8,42,538	7,16,854	18%

Brand & Business Updates

125th Anniversary Edition Hypershift Classic 650 Sold Out in India in Under 360 Seconds
Adding another stylish tribute to its commemorative celebrations, Royal Enfield opened registrations for the 125th Anniversary Edition Hypershift Classic 650. Limited to 125 units per key region globally, the motorcycle is built on the proven 650 Twin platform and features a distinctive Hypershift finish that transitions between red, green and gold. Complemented by a gilded 125-year crest, special side-panel badging and hand-painted pinstripes, the exclusive 125 units in India sold out in less than 360 seconds on the sale day.

Flying Flea Expanded Its Retail Presence to Hyderabad and Pune
Building on the strong customer response to the FF.C6 in Bengaluru, Flying Flea, Royal Enfield's city+ electric mobility brand, has expanded its presence to Hyderabad and Pune. The brand entered Hyderabad with one company store and three additional stores, followed by Pune with ten sales and service centres. The steady city expansion reflects Flying Flea's continued focus on building a robust retail and ownership ecosystem.

Royal Enfield and Madhya Pradesh Tourism Board Announced Partnership to Drive Responsible Riding and Travel

Royal Enfield and the Madhya Pradesh Tourism Board commenced a two-year partnership to promote responsible riding, cultural immersion and exploration across the state. The first expedition covered over 1,520 kilometres across key wildlife sanctuaries, heritage corridors and lesser-travelled routes, with 20 riders exploring Madhya Pradesh on the Bullet 650. The collaboration will continue with curated heritage rides, off-road trail explorations and experiential motorcycling journeys.

Pledged Over ₹3 Crore Towards Snow Leopard Conservation

On International Snow Leopard Day, Royal Enfield announced over ₹3 crore for snow leopard conservation, delivering on the pledge made at One Ride 2026. Themed "Every Rider. Every Road. One Mission.", the ride drew a record 156,085 riders from 67 countries on September 20. The funds will back scientific research, population assessments, community stewardship and human-wildlife conflict mitigation across more than 10,500 sq. km of Himalayan snow leopard habitat.

International Business

Royal Enfield launched the Classic 650 125th Anniversary Edition across the APAC region, as well as the Guerrilla Apex 450 in Malaysia. In Taiwan, the brand opened a new and exclusive store, along with the launch of helmets in the country. Expanding its community initiatives, Royal Enfield participated in the Retro Racing Trophy at the Korea International Circuit in Korea, where the Continental GT 650 claimed both top spots overall, showcasing the brand's racing spirit and strengthening its presence in Korea's motorsport scene. It also concluded the first edition of the Moroccan Odyssey in Rabat bringing together 29 riders over 12 days and 2000kms, marking a milestone for its Global Marquee Rides programme.

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 Himalayan 440, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company has recently unveiled its dedicated electric mobility brand – the Flying Flea – a fresh take on electric two-wheelers, blending authentic design with advanced technology. The Flying Flea C6, its first product, has been launched in India, Europe and the UK.

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), the greatest celebration of motorcycling culture attended each year by thousands of riders from across the globe 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 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.

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