

ROYAL ENFIELD RECORDS MONTHLY SALES OF 89,429 IN MAY 2025

New Delhi, June 02, 2025: Royal Enfield posted monthly sales of 89,429 motorcycles in May 2025, up 26% from the same month last year. The company exported 13,609 motorcycles during the month, up 82% as compared to 7,479 during the same period last year.

Speaking about the performance for the month of May 2025, **B Govindarajan, Managing Director, Eicher Motors, and Chief Executive Officer, Royal Enfield**, said, *“This month, we’ve continued to build on our momentum with steady growth in India and international markets. What’s even more exciting is the way our community continues to expand, in spirit and in size. From iconic rides like the Himalayan Odyssey to partnerships with like-minded brands, we’re committed to creating spaces where riders come together to explore, connect, and celebrate the journey. It’s this blend of passion, community and craftsmanship that keeps us moving forward.”*

MOTORCYCLES SALES	May			YTD		
	2025	2024	Growth	2025-26	2024-25	Growth
Domestic	75,820	63,531	19%	1,51,822	1,38,569	10%
Exports	13,609	7,479	82%	24,166	14,311	69%
Total	89,429	71,010	26%	1,75,988	1,52,880	15%

Brand & Business Updates

Royal Enfield Opens Registrations for 21st Himalayan Odyssey

Royal Enfield has opened registrations for the 21st edition of its iconic Himalayan Odyssey, an 18-day, 2,600 km ride set to begin on June 28, 2025. Covering Ladakh, Spiti, Zaskar, and Umling La—the world’s highest motorable pass—the expedition will feature 70 riders from around the world. Through this ride, the brand continues its initiative to #LeaveEveryPlaceBetter, promoting responsible travel and community-led sustainability.

Royal Enfield Partners with The Great Frog

Royal Enfield has partnered with The Great Frog for a limited edition collection unveiling a custom Super Meteor 650 chopper, a sterling silver ring, and exclusive apparel. The exclusive range debuts at London’s Bike Shed Moto Show and is available only at The Great Frog’s flagship stores.

Royal Enfield Launches Urban Riding Gear for City Riders

Royal Enfield introduced its Urban Outerwear collection, designed specifically for city riders who want both style and safety. The new lineup features the CE-certified Phoenix Leather Jacket and Urbanite Hoodie, combining modern design with protective features like abrasion resistance and advanced armour. Available at select dealerships and online, these versatile pieces are ideal for daily commutes or urban adventures, offering comfort, durability, and a sharp look for everyday riding.

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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