PRESS RELEASE

ROYAL ENFIELD REGISTERS HIGHEST-EVER MONTHLY SALES IN SEPTEMBER 2026 WITH 1.33 LAKH MOTORCYCLES SOLD

Chennai: October 01, 2026: Royal Enfield achieved its highest-ever monthly sales of **1,33,958** motorcycles in September 2026, registering **8%** growth over the same period last year.

Speaking about the performance for September 2026**, B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield, said,** *"Building on our momentum this year, we achieved our highest-ever monthly dispatches in September 2026. As we enter the festive period, we are continuing solid business performance supported by key product interventions. Celebrating a decade of the Himalayan brand, we launched the Himalayan 440 earlier this month and witnessed overwhelming response from the community far exceeding our expectations. Our electric journey also saw a major milestone as the Flying Flea C6 entered Europe and the UK, starting with five major cities. On the culture front, our global community came together like never before, with a record 150,000+ riders joining One Ride across the world in support of snow leopard conservation. Furthermore, being recognized as the winner in the Two-Wheeler OEM category at the FADA Dealer Satisfaction Survey 2026 for the second consecutive year is a true testament to the strength of our partner ecosystem. With positive customer sentiment and a strong booking pipeline across our networks, we are scaling up production, inventory and channel readiness to cater to the festive season."*

MOTORCYCLES SALES	***September***			***YTD***		
	2026	**2025**	**Growth**	**2026'27**	**2025'26**	**Growth**
Domestic	1,21,326	1,13,573	7%	6,42,021	5,21,482	23%
Exports	12,632	10,755	17%	67,075	70,421	-5%
Total	1,33,958	1,24,328	8%	7,09,096	5,91,903	20%

Brand & Business Updates

Launched the Himalayan 440 - Fully Booked for six months
Royal Enfield marked a decade of the Himalayan with the launch of the Himalayan 440, bringing back the spirit of the original adventure motorcycle with an upgraded 443cc long-stroke engine, new six-speed gearbox and mechanical refinements for enhanced durability, versatility and touring comfort. Launched at the inaugural Himalayan Basecamp in Ladakh, it is available in three colours namely Sela Black, Mustang Brown, and Nelong White.

Flying Flea C6 launched in five cities in Europe and the UK
Flying Flea, the urban electric mobility brand from Royal Enfield, entered Europe and the UK, with the launch of its first electric motorcycle, the Flying Flea C6. Hardcoded to be agile, visceral and resilient, the FF.C6 comes in three distinct colourways and will be available at the Flying Flea stores in Paris, Barcelona, Rome, Berlin and London with deliveries set to begin by October 2026. Every drop zone is fully equipped and supported by a dedicated service infrastructure to guarantee seamless, round-the-clock assistance.

Retained Top Spot in FADA Dealer Satisfaction Survey 2026

Royal Enfield was recognized as the winner in the Two-Wheeler OEM at the Federation of Automobile Dealers Association (FADA) Dealer Satisfaction Survey (DSS) 2026, for the second year in a row. In the sixth edition of the DSS, Royal Enfield led with 878 index points, a substantial improvement over last year and well above the segment average.

Introduced the 2026 Classic 350 Signature White

Royal Enfield introduced the Classic 350 Signature White, with rider-focussed feature enhancements including premium brown touring seats, an Assist and Slipper Clutch, adjustable clutch and brake levers, USB Type-C fast charging and Tripper Pod as standard. The Classic 350 Signature White is offered as one of the top-end variants of the Classic 350, alongside the Emerald Green Edition.

One Ride 2026 marked its biggest edition yet

Royal Enfield brought together more than 150,000 riders across 60 countries through over 1,600 rides for One Ride 2026, marking the biggest edition of the global riding initiative since its inception in 2011. In its 125th year, the initiative was held under the theme 'Every Rider. Every Road. One Mission.', with Royal Enfield pledging a contribution towards snow leopard conservation for every participating rider. The initiative builds on the brand's ongoing Social Mission work across the Himalayas, covering more than 10,500 sq km of snow leopard habitat.

Announced the third edition of Journeying Across the Himalayas

Royal Enfield Social Mission announced the return of Journeying Across the Himalayas, from December 3–9 in New Delhi. The third edition will bring together 100+ Himalayan experiences, including 25+ installations and exhibitions, 20+ live musical performances, 20+ culinary experiences and 50+ interactive workshops and conversations. This year's theme, 'Becoming', explores the evolving relationship between the Himalayas, its communities and a changing world.

International Business

Royal Enfield continued to build momentum across the APAC region, with the launch of the Guerrilla 450 Apex and Goan Classic 350 in the Philippines. In Cambodia, the brand announced the launch of the Bullet 650 and Guerrilla Apex 450. The region also saw the first-ever Moto Mongolia, Royal Enfield's marquee ride in Mongolia, taking riders through one of the world's last truly untamed adventure destinations on the Himalayan 450. Royal Enfield also completed its first Marquee Ride in Brazil, with the Royal Enfield Rally dos Sertões Expedition concluding after six days of riding across one of the country's most beautiful and demanding landscapes.

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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