News monitored for: Royal Enfield

How Royal Enfield went from being an iconic symbol of adventure and individuality (and a bike that broke down often) to India's fastest-growing motorcycle brand.
News monitored for: Royal Enfield

The story of Royal Enfield, and how it went from being an iconic symbol of adventure and individuality (and a bike that broke down often) to India's fastest-growing motorcycle brand.

BY NIKHIL NARENDRA

Every adventure needs a vehicle to set off in. And for many, a Royal Enfield Bullet is that perfect companion. The Bullet 350cc single-cylinder cruiser has been a legend since its launch in 1955. In the past decade, Royal Enfield has sold more than 4 million bikes, with more than 70% of sales coming from India. But it's not just the sales figures that make the Bullet a legend. It's the fact that it's still the same bike that it was 60 years ago, with only minor modifications. It's a bike that's built to last and has been around for long enough to become an icon.

In the past decade, Royal Enfield has grown from a company that sold just over 1,000 bikes a year to one that sells more than 15,000 bikes a month. The bikes are now sold in more than 50 countries and have a cult following among bikers around the world. The brand has also expanded its product range to include the Continental GT 650, the Interceptor 650, and the Classic 350.

Even in the face of competition from other brands, Royal Enfield has managed to hold its own. The bikes are known for their distinctive design, powerful engines, and the sense of freedom they provide. The brand has managed to maintain its authenticity and stay true to its roots, which is something that's not easy to do in an industry that's constantly evolving.

In conclusion, Royal Enfield has come a long way from being a small company that sold just a few bikes a year. Today, it's a global brand with a large following and a reputation for making bikes that are built to last.
News monitored for: Royal Enfield