

ROYAL ENFIELD RECORDS MONTHLY SALES OF 91,132 IN JANUARY 2025

New Delhi: February 02, 2025: Royal Enfield posted monthly sales of **91,132** motorcycles in January 2025, up **20%** from the same month last year. The company exported **10,081** motorcycles in the month as compared to **5,631** in January 2024.

Speaking about the performance for the month of January 2025, **B Govindarajan, CEO, Royal Enfield**, said, *“This month has been a promising start to the year, we crossed a significant 5 lakh sales milestone for Hunter 350 and we are beyond thrilled with the reception this motorcycle has received. As we move forward into the new year, we aim to sustain this momentum while keeping our community at the heart of everything we do and staying true to our philosophy of pure motorcycling.”*

MOTORCYCLES SALES	January			YTD		
	2025	2024	Growth	2024'25	2023'24	Growth
Domestic	81,052	70,556	15%	7,33,908	7,00,829	5%
Exports	10,080	5,631	79%	84,301	60,417	40%
Total	91,132	76,187	20%	8,18,209	7,61,246	7%

Brand & Business Updates

Royal Enfield Launched Scram 440

Royal Enfield launched the Scram 440, a dynamic ADV crossover designed for city commutes and off-road adventures. Powered by a 443cc long-stroke engine with a six-speed gearbox, it features alloy wheels with tubeless tires, LED headlights, and switchable ABS, combining durability with modern convenience.

Royal Enfield Hunter 350 Crossed 5 Lakh Sales Milestone

The Hunter 350 surpassed the 500,000 sales milestone since its launch in August 2022, establishing itself as one of the fastest-growing models in the midsize motorcycle segment. Renowned for its modern-retro charm, agility and versatile appeal, the Hunter 350 has gained immense popularity among urban riders and young enthusiasts globally, making a significant impact in Tier-2 and Tier-3 cities in India as well as across the globe.

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 newly introduced electric vehicle brand, Flying Flea - the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6, Scram 440, 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 new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. 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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