

ROYAL ENFIELD SOLD 1,13,164 MOTORCYCLES IN APRIL 2026 CONTINUES GROWTH MOMENTUM IN NEW FISCAL YEAR

Chennai: May 01, 2026: Royal Enfield posted monthly sales of 1,13,164 motorcycles in April 2026. The company witnessed **31%** growth over the same period last year against sales of 86,559 motorcycles.

Speaking about the performance for April 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"We have started the new financial year with strong momentum, setting the tone for an exciting and important year ahead. April 2026 was special for us as we took our first step into electric mobility with the launch of the Flying Flea C6 - which has received an overwhelmingly encouraging response. During the month our growing global brand strength was further affirmed as Royal Enfield was recognised as the world's third strongest automobile brand by Brand Finance. Internationally our key markets continue to perform well, driven by successful new launches, industry accolades and a growing rider community. With a robust pipeline of new products and brand initiatives, we are confident of maintaining the growth trajectory through the year."*

MOTORCYCLES SALES	April			YTD		
	2026	2025	Growth	2026'27	2025'26	Growth
Domestic	1,04,129	76,002	37%	1,04,129	76,002	37%
Exports	9,035	10,557	-14%	9,035	10,557	-14%
Total	1,13,164	86,559	31%	1,13,164	86,559	31%

Business Updates

Flying Flea launched its first ever product- the FF.C6 and its first official store in Bengaluru

Royal Enfield officially launched the Flying Flea C6, the first motorcycle under its new City+ electric mobility brand, Flying Flea. Inspired by the original 1940s Flying Flea and reimagined for urban riders, the FF.C6 blends neo-vintage design with advanced connectivity, intelligent rider-assist technology, and agile performance. Priced at ₹2.79 lakh (ex-showroom) or ₹1.99 lakh under Battery-as-a-Service, the motorcycle is now available at the brand's first store in Jayanagar, Bengaluru, ahead of a phased city-by-city rollout.

Royal Enfield Recognised Among World's Strongest Auto Brands in 2026 by Brand Finance

In a report by Brand Finance, a global brand valuation consultancy, Royal Enfield was ranked the third strongest automobile brand globally, and was among only eight Indian companies featured in its global top 100 list. The recognition underscores the brand's growing international stature, strong consumer trust, and rising relevance across markets worldwide.

Introduced a new variant and fresh colour options for the 2026 Hunter 350

Royal Enfield expanded its 2026 Hunter 350 portfolio with the introduction of a new Base Premium variant in Tarmac Black, alongside fresh colourways - Mumbai Yellow and Moonshot White. Building on the Hunter 350's strong success in urban markets since its 2022 launch, the updated lineup continues to strengthen its city-focused appeal. All three motorcycles were unveiled at HunterHood, Royal Enfield's street culture platform, in Lucknow.

Announced the Himalayan Base Camp - Ladakh Edition

A first-of-its-kind three-day immersive gathering, Royal Enfield announced the inaugural Himalayan Base Camp-Ladakh Edition, set to take place in Leh, Ladakh from September 4–6, 2026. Designed as a convergence of riders, climbers, overlanders, and adventure enthusiasts, the experience moves beyond a traditional event format to create a hands-on, high-altitude community platform. From motorcycling and overlanding to cycling, kayaking, bouldering, and mountaineering, the initiative aims to build an inclusive space where participants actively shape the experience.

Himalayan now stands as the #1 best selling adventure motorcycle in its class in India and Brazil

Marking a defining moment in its journey, the Royal Enfield Himalayan 450 recorded its strongest year yet, with an annual sales growth of over 53% (excluding India), reinforcing its place as a trusted, go-anywhere machine. This year has emerged as the strongest yet for the Himalayan 450 globally, with record deliveries to riders across markets. Since its debut in 2016, the platform has grown significantly with the introduction of the new Himalayan 450 powered by the Sherpa engine and annual global sales surpassing 38,000 units this year.

Royal Enfield Apparel launched a Heritage Collection and Expanded Scale Model Lineup

Bringing the brand's rich legacy to life, Royal Enfield Apparel launched its Heritage Collection and the expansion of its Classic 500 scale model range. The Heritage Collection is a premium lifestyle line that translates Royal Enfield's 125-year history into contemporary apparel, blending archival design elements, thoughtfully chosen fabrics, and versatile silhouettes that reflect the brand's philosophy of craftsmanship and timeless utility. Complementing this, the brand has introduced two new colour variants: Medallion Bronze and Orange Ember, to its highly detailed 1:3 scale Classic 500 models. With nine colour options now available, these handcrafted miniatures, built using 964 individual parts, offer enthusiasts an authentic and collectible expression of Royal Enfield's iconic design language.

Strengthened Global Presence with new launches, awards and cultural collaborations

Royal Enfield continued to build momentum across international markets through key launches, recognitions, and lifestyle collaborations. The launch of the 2026 Goan Classic 350 in Nepal expanded its bobber-inspired portfolio in the region. The motorcycle also received the Best Modern Classic Award at the Bangkok International Motor Show 2026. In Malaysia, the Guerrilla 450 won Modern Classic Bike of the Year (Below 500cc) at the Allianz Motorcycle of the Year Awards. In Latin America, the debut of the Classic 650 in Brazil highlighted the brand's growing global appeal while in Thailand, a new custom build - Urban Striker was unveiled. Built on the 2026 Guerrilla 450, the custom motorcycle was created by Apollo Garage, Thailand. Royal Enfield has also partnered with Fairtex to celebrate this custom with a premium range of gear and apparel. In Russia, Royal Enfield unveiled 'Cor Ferro' - a unique custom build based on Royal Enfield Super Meteor 650. The first Russian project for the Royal Enfield Custom World by 'Copper Chopper' made by Alexey Sorokin.

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 Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ electric mobility 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.

ROYAL ENFIELD

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 three state-of-the-art production facilities are located at 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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