

ROYAL ENFIELD SOLD 1,03,574 MOTORCYCLES IN DECEMBER 2025; REGISTERS 30% GROWTH OVER SAME PERIOD LAST YEAR

Chennai: January 01, 2026: Royal Enfield posted monthly sales of **1,03,574** motorcycles in December 2025. The company witnessed **30%** growth over the same period last year against **79,466** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **10,397** motorcycles during the month.

Speaking about the performance for December 2025, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"December closes out a truly defining year for Royal Enfield. It's been a year of strong growth, record performance and most importantly, deeper connections with our riding community. Our new launches during the year have been received with great enthusiasm and the continued demand for our existing motorcycles further reinforces the trust riders place in us. As we move into the new year, we are confident of sustaining the growth momentum and taking our Pure Motorcycling philosophy further."*

MOTORCYCLES SALES	December			YTD		
	2025	2024	Growth	2025'26	2025'24	Growth
Domestic	93,177	67,891	37%	8,21,908	6,52,856	26%
Exports	10,397	11,575	-10%	99,190	74,221	34%
Total	1,03,574	79,466	30%	9,21,098	7,27,077	27%

Brand & Business Updates

Royal Enfield opened the second edition of 'Journeying Across The Himalayas'

Royal Enfield Social Mission opened the second edition of Journeying Across The Himalayas, its annual multidisciplinary festival dedicated to celebrating and safeguarding the cultural and natural heritage of Royal Enfield's spiritual home, the Himalayas. The opening evening, held on December 4 at Travancore Palace, New Delhi, brought together artists, mountain communities, partners, and audiences in a shared space of storytelling, expression, and celebration, and marked the launch of The Great Himalayan Exploration – The Intangible Cultural Heritage of the Eastern Himalayas, a UNESCO x Royal Enfield project.

Royal Enfield showcased "VITA" and "Carolina Reaper" at the 33rd Annual Yokohama Hot Rod Custom Show 2025 in Japan

Royal Enfield showcased two exclusive custom motorcycles, VITA and Carolina Reaper, at the 33rd Annual Yokohama Hot Rod Custom Show 2025, one of Japan's largest and most influential custom motorcycle events. Built by renowned Japanese custom houses, VITA—crafted by Custom Works Zon—is based on the Classic 650 and blends old-school aesthetics with modern performance through a bespoke hard-tail frame, girder fork, large 26-inch wheels, and a striking mix of mahogany wood and unpainted aluminium. Carolina Reaper, created by Tokyo-based Cheetah Custom Cycles, is based on the Guerrilla 450 and draws inspiration from 1970s American flat track racing, merging retro-modern design with pure race-focused custom artistry, underscoring Royal Enfield's versatility as a canvas for global custom culture.

Royal Enfield unveiled Hunter 350 in Nepal

ROYAL ENFIELD

Royal Enfield launched the refreshed Hunter 350 in Nepal, bringing new street-inspired colourways, enhanced features and improved riding comfort to its popular urban roadster. Inspired by the world's coolest neighbourhoods, the 2025 Hunter 350 gets four new colour options, a slip-and-assist clutch (a first for Royal Enfield's 350cc range), upgraded rear suspension, refined ergonomics and LED headlamps. Powered by the proven 349cc J-series engine, the Hunter 350 continues to appeal to young, aspirational riders with its agile performance and neo-retro design. Priced from NPR 494,900, bookings and test rides are open across Royal Enfield dealerships in Nepal.

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+ 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 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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