

ROYAL ENFIELD SOLD 1,00,905 MOTORCYCLES IN FEBRUARY 2026 REGISTERS 11% GROWTH OVER THE SAME PERIOD LAST YEAR

Chennai: March 01, 2026: Royal Enfield posted monthly sales of 1,00,905 motorcycles in February 2026. The company witnessed 11% growth over the same period of the previous year when it sold 90,670 motorcycles.

Speaking about the performance for February 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, *"February continues the positive momentum we have seen this financial year, reflecting sustained demand across markets and our growing global community. To prepare for current and future growth, we recently announced plans for a capacity addition that will be achieved over the next 18 months through a brownfield expansion at our Cheyyar manufacturing facility in Tamil Nadu. This will take our annual production capacity up to 20 lakh units from the existing 14.6 lakh units. Rooted in our long-term goal to build readiness into our operations, this expansion aims to serve our community as the demand grows. We remain optimistic about the road ahead."*

MOTORCYCLES SALES	February			YTD		
	2026	2025	Growth	2026- 25	2025- 45	Growth
Domestic	91,248	80,799	13%	10,06,937	8,14,707	24%
Exports	9,657	9,871	-2%	1,19,388	94,172	27%
Total	1,00,905	90,670	11%	11,26,325	9,08,879	24%

Brand & Business Updates

Royal Enfield to scale up capacity to 20 lakh units with Rs 958 crore Cheyyar expansion

Royal Enfield is gearing up for its next phase of growth, with parent company Eicher Motors' Board approving a capacity expansion that will lift the brand's annual production capability to 20 lakh motorcycles from the current 14.6 lakh units. The Board of Directors has sanctioned an investment of Rs 958 crore for a brownfield expansion at the company's Cheyyar manufacturing facility in Tamil Nadu.

Royal Enfield brought HunterHood to Shillong

Royal Enfield's super popular street culture platform HunterHood rode into Shillong, celebrating music, culture and raw creative energy in the city long known for its unmistakable cultural identity. Born from Royal Enfield's community-first philosophy, HunterHood is inspired by the Hunter 350 - a motorcycle designed for the everyday rhythm of urban life. Agile, responsive and expressive by nature, the Hunter belongs to the streets it rides through and HunterHood takes that spirit off the saddle and into the city, creating a space where riders, skaters, artists, dancers and musicians can move through the streets on their own terms.

Royal Enfield successfully concluded the Desert Cruise Ride 2026

A curated culinary expedition across Rajasthan, Royal Enfield successfully concluded its Desert Cruise Ride running from February 12 to 22, 2026. The journey traced a vibrant route through Jaipur, Mandwa, Bikaner, Jaisalmer via Jamba and Khichan, Jodhpur, Ghanerao, Pushkar, and back to Jaipur, positioning

the ride as a culturally immersive journey anchored in regional cuisine, heritage stays, and Rajasthan's desert landscapes. The ride brings together diverse terrains, from smooth tarmac and desert tracks to winding mountain passes, alongside a deep engagement with Rajasthan's culinary legacy.

International Business

At the Indonesia International Motor Show 2026 (IIMS 2026) held in Jakarta, Royal Enfield Bear 650 won the "Best Naked Bike" award, consolidating its position as one of the most-preferred scrambler motorcycles. During the month, Royal Enfield expanded its apparel footprint with its first store in Russia, which is also its first outside India. The brand also continued the growth momentum in global markets with new launches in key global markets.

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.

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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