

CALLING ALL ADVENTURERS : ROYAL ENFIELD ANNOUNCES THE HIMALAYAN BASE CAMP — LADAKH EDITION

- A three-day gathering in Leh, Ladakh from September 4–6, 2026
- High-altitude Expeditions, Workshops and more
- Registrations open May 1, 2026



India, April 27, 2026: Royal Enfield, the global leader in the mid-size motorcycle segment, announces the inaugural Himalayan Base Camp - Ladakh Edition. Transcending the traditional format of festivals or events, this is a convergence of riders, seekers, climbers, overlanders, and those for whom adventure is not a weekend escape but a way of moving through the world.

Set at 11,480 feet in Leh, Ladakh, Royal Enfield returns to its spiritual ground to curate something that belongs to this terrain by moving beyond the handlebars, and building a sanctuary for the Adventure mindset.

A three-day immersive community confluence, the Himalayan Base Camp is set to host the largest migration of adventure seekers through curated expeditions, skill-based workshops, expert-led sessions and hands-on challenges across adventure travel, adventure sport and adventure lifestyle — participants don't watch. They do.

Built around the spirit of accessible adventure, where people will shape the experience: not as an audience, but as active co-creators of what adventure looks like in this place and at this altitude. From motorcycling and overlanding to cycling, kayaking, bouldering and mountaineering and more, there is something unique as well as familiar for every adventure aficionado.

Mohit Dhar Jayal, Chief Brand Officer, Royal Enfield, said: *"The Himalayan Base Camp is a rendezvous point for all adventurers, regardless of whether they are driven by horsepower, willpower or their own two feet. The program combines action, instruction and a variety of expeditions that will take adventurers out of their comfort zone - and bring them back to base with a whole new set of skills and experiences."*

The Himalayan Base Camp's Ladakh edition is more than just a celebration, it's a calling! Whether you are crawling at 10 km/h over a boulder or flying at 100 km/h across a valley, riding at 500 MASL or ascending to 8,000— it is a shared space where every aficionado helps shape the action, fuel the subcultures, and defines the very spirit of adventure.

Registrations open May 1, 2026. Details available at royalenfield.com/himalayan-basecamp/

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.

For further information, please contact: corpcomm@royalenfield.com