

ROYAL ENFIELD ACHIEVES 1 MILLION YTD SALES MILESTONE

POSTS 14% YoY GROWTH IN JANUARY 2026

Chennai: February 01, 2026: Royal Enfield posted monthly sales of 1,04,322 motorcycles in January 2026, reaching a milestone of 1 million sales in a record 10 months. The company witnessed 14% growth over January 2025 when it sold 91,132 motorcycles.

Speaking about the performance for January 2026, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, "The new year has begun on a positive note for Royal Enfield- extending the strong momentum from the previous quarter and marking four consecutive months of healthy double-digit growth. We have crossed 1 million motorcycle sales in this financial year across the globe and also crossed 100,000 motorcycle sales in exports. This consistent performance reflects expanding demand across our portfolio and the deeper engagement we continue to have with our community. This month we strengthened our brand ecosystem with the launch of the new Goan Classic 350, expanded rider engagement through our first-of-its-kind Royal Enfield Gymkhana in Bengaluru and extended our presence into the digital culture by bringing Royal Enfield motorcycles into the virtual gaming space with Krafton India (BGMI). As we move ahead, our focus remains on delivering differentiated products, creating immersive experiences, and taking our Pure Motorcycling philosophy to a wider audience."

MOTORCYCLES SALES	January			YTD		
	2026	2025	Growth	2026 - 25	2025 - 24	Growth
Domestic	93,781	81,052	16%	9,15,689	7,33,908	25%
Exports	10,541	10,080	5%	1,09,731	84,301	30%
Total	1,04,322	91,132	14%	10,25,420	8,18,209	25%

Brand & Business Updates

Royal Enfield Goan Classic 350 2026 edition received new rider-focused updates

Royal Enfield launched the 2026 Goan Classic 350, a bobber-inspired motorcycle celebrating free-spirited riding and custom culture. The updated model features a new assist-and-slipper clutch for smoother gear shifts and lighter operation, along with an upgraded USB Type-C fast-charging port. Powered by the proven single cylinder 349cc air-oil-cooled engine delivering 20.2 bhp and 27 Nm, it retains its relaxed, easy-cruising character and iconic single-seat bobber styling. The Goan Classic 350 is available across India, priced from ₹2.19 lakh to ₹2.22 lakh (ex-showroom) depending on colour.

Royal Enfield partnered with Krafton India to introduce its iconic motorcycles to the BGMI Universe

Royal Enfield partnered with KRAFTON India to bring its iconic motorcycles into the BATTLEGROUNDS MOBILE INDIA (BGMI) universe. As part of the BGMI 4.2 update, the legendary Royal Enfield Bullet 350 and the Continental GT 650 have been introduced as rideable motorcycles in-game. The collaboration also features exclusive Royal Enfield-themed in-game content and rewards, along with the showcase of a striking custom-built Continental GT 650 inspired by BGMI's tactical, battle-ready aesthetic.

Royal Enfield launched 'Gymkhana', expert-led certification modules that make skilling-up fun

ROYAL ENFIELD

Royal Enfield launched its first-of-its-kind Gymkhana in Bengaluru, offering structured rider skill-up modules that make advanced riding training accessible to all riders, regardless of the motorcycle they own. Built around expert coaching, certifications, and competitive challenges across multiple tracks and motorcycles, the program provides a safe, controlled environment to build confidence, control, and real-world riding skills across both off-road and tarmac conditions.

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

