



April 1, 2026

Online intimation/submission

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001
Security Code: 505200

The Secretary
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra Kurla Complex, Bandra (E)
Mumbai-400 051
Symbol: EICHERMOT

Ref: Release of information to SIAM with respect to sales volume of the Company for the month of March 2026

Dear Sir/Madam,

Please find enclosed herewith information being released to Society of Indian Automobile Manufacturers (SIAM) in respect of sales volume of Eicher Motors Limited for the month of March 2026 as Annexure-1.

Please also find attached copy of a statement being issued by the Company in this regard as Annexure-2.

You are requested to take the same on your records.

Thanking you,
For **Eicher Motors Limited**

Atul Sharma
Company Secretary

Encl: As above

Motorcycles sales data (units sold)

Particulars	Monthly			Year to Date		
	Mar-26	Mar-25	% Change	Apr-25 to Mar -26	Apr-24 to Mar -25	% Change
Models with engine capacity upto 350cc	97,933	87,312	12%	10,87,051	8,68,667	25%
Models with engine capacity exceeding 350cc	14,401	13,709	5%	1,51,608	1,41,233	7%
Total	1,12,334	1,01,021	11%	12,38,659	10,09,900	23%
International Business (included in the total above)	11,928	12,971	-8%	1,31,316	1,07,143	23%

ROYAL ENFIELD CONTINUES ROBUST GROWTH MOMENTUM RECORDS HIGHEST-EVER ANNUAL SALES AT OVER 1.2 MILLION UNITS

- Domestic sales reached 11,07,343 units while exports grew to 1,31,316 units, underscoring growth across 80+ countries

Chennai: April 01, 2026: Royal Enfield, the global leader in the mid-size motorcycle segment, has recorded its highest-ever annual sales surpassing 1.2 million units in the financial year ending March 31, 2026, and marked the second consecutive year of crossing the 1 million annual sales.

March 2026 sales rose 11% over the corresponding month (March'25) to 1,12,334 units, allowing the company to close FY'26 at 12,38,659 units, up 23% from FY 2024-25. Domestic sales in this financial year grew 23% to 11,07,343 units while exports rose 23% to 1,31,316 units.

This record-breaking performance was driven by sustained demand across both domestic and international markets, supported by a strong and diverse motorcycle portfolio and a growing ecosystem of allied business strengthening overall customer engagement.

Speaking about the performance for the year, **B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield**, said, "Every year at Royal Enfield, we try to raise the bar a little higher than before, and this time was no different. We delivered our second consecutive year of over one million motorcycle sales, crossing 1.2 million units, our highest-ever annual performance. Achieving this milestone as we celebrate 125 years of Pure Motorcycling makes it even more meaningful. But in this landmark moment, we are not pausing to look back, instead we are focused on how we can continue to build motorcycles for the current and next generation of riders while remaining grounded in our ethos. This year we also achieved our best-ever festive season sales and highest-ever volumes across both domestic and international markets. Our international business continues to be a focus area and we are deepening our presence in high-potential markets such as Brazil. Equally important is the strength of our riding community, which continues to grow with our rider engagements and festivals expanding significantly across regions. We are also investing in staying ahead of the curve by expanding our manufacturing facility at Cheyyar, which will support future growth while maintaining our focus on quality and efficiency.

As we move into the new financial year and continue our 125th year journey, we remain focused on the future with new product launches, new platforms and the launch of the Flying Flea C6. Our endeavour is simple: to keep growing in a way that stays true to who we are as we build a global motorcycling brand from India."

MOTORCYCLES SALES	March			YTD		
	2026	2025	Growth	2026-25	2025-24	Growth
Domestic	1,00,406	88,050	14%	11,07,343	9,02,757	23%
Exports	11,928	12,971	-8%	1,31,316	1,07,143	23%
Total	1,12,334	1,01,021	11%	12,38,659	10,09,900	23%

Key Highlights 2025-2026

Royal Enfield celebrates 125 Years of Pure Motorcycling

Royal Enfield marked another monumental milestone in its storied journey as it celebrated 125 years of Pure Motorcycling at EICMA 2025. The brand commemorated this landmark occasion by showcasing its exciting new lineup blending tradition with innovation including the Classic 650 125th Anniversary Special Edition, the purpose-built Himalayan Mana Black Edition and the Bullet 650, which breathes new life into an icon that has defined generations. The Flying Flea portfolio with the FF.S6 was also showcased. The company also hit a milestone of 1 million motorcycle sales in a record 10 months signalling the strong momentum of healthy double-digit growth.

Royal Enfield announced capacity expansion at Cheyyar to support future growth

To keep up with the growing demand, a significant investment towards expanding Royal Enfield's manufacturing capacity through a brownfield development was also announced at its Cheyyar facility in Tamil Nadu. With an estimated outlay of ₹958 crores, this expansion will increase the company's annual production capacity from 14.6 lakh units to 20 lakh units, strengthening its ability to support sustained growth.

Royal Enfield reinforced its leadership across quality and ecosystem

Reinforcing its leadership in the two-wheeler segment, Royal Enfield was ranked highest in overall two-wheeler initial quality in the J.D. Power 2025 study and secured the #1 position in the Federation Automobile Dealers Associations (FADA) Dealer Satisfaction Survey, outcomes of its focus on quality, partnerships and a strong community ecosystem.

Topic	Activity
Product	<ul style="list-style-type: none"> • Royal Enfield launched 2026 Guerilla 450 APEX • Royal Enfield launched Himalayan Mana Black • Royal Enfield launched 2025 Hunter 350 • Royal Enfield launched upgraded 2025 Meteor 350 • Royal Enfield Goan Classic 350 2026 edition received new rider-focused updates • Royal Enfield Meteor 350 crossed 6 lakh sales mark • Royal Enfield Super Meteor 650 celebrated 3 years with rides across 100+ cities • Royal Enfield Apparel launched new Conscious Collection
Brand	<ul style="list-style-type: none"> • Royal Enfield celebrated 125 years of pure motorcycling • Motoverse concluded with 40,000 members in attendance on the mainstage of moto-culture • Royal Enfield concluded the 21st edition of Himalayan Odyssey • Royal Enfield concluded the 5th edition of Continental GT Cup presented by JK Tyre • Royal Enfield opened the second edition of 'Journeying Across The Himalayas' • UNESCO x Royal Enfield returned with the fourth edition of the Great Himalayan Exploration in Himachal Pradesh • Royal Enfield's entire 350cc motorcycle range now available on Amazon • Flying Flea C6 won the prestigious Red Dot Design Award 2025 for its

[design concept](#)

- [Royal Enfield partnered with Krafton india to introduce its iconic motorcycles to the BGMI Universe](#)
- [Royal Enfield partnered with Rome Marathon to celebrate 125 years](#)

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

