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Online intimation

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The Secretary
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Mumbai 400 051

Ref: Disclosure under regulation 30(3) of SEBI (LODR) Regulations, 2015

Dear Sir/ Madam

Pursuant to regulation 30(3) of SEBI (LODR) Regulations, 2015, please find attached herewith copy of press release to be issued by the Company today.

Thanking you,
For Eicher Motors Limited

Manhar Kapoor
General Counsel & Company Secretary

Royal Enfield introduces Himalayan- the most definitive motorcycle for your Himalayan adventure

*Powered by a ground-up new engine - LS 410
Extremely versatile - designed to be your only motorcycle*

New Delhi, India, February 2, 2016: Royal Enfield, the fastest growing motorcycle brand in the world, today introduced the **Himalayan**—a motorcycle purpose-built for adventure and touring in the Himalayas. Bringing together 60 years of Himalayan riding experiences in a completely ground-up design, and powered by a new **LS 410** engine, the Royal Enfield **Himalayan** paves the way for a purer, non-extreme and more accessible form of adventure touring in India. In fact, its extremely capable off-road capabilities make it adept for riding through potholed urban jungles as it does for treacherous mountain trails.

Introducing the Himalayan, **Mr Siddhartha Lal**, MD & CEO, Eicher Motors Ltd. said, “**Himalayan** is the culmination of Royal Enfield’s 60 years of enduring history in its spiritual home—the Himalayas. Our single biggest insight in all these years of riding has been that the best motorcycle for the Himalayas is not one that tries to dominate its landscape, but one that is able to go with its flow. Large adventure tourers that currently define this category, do not fare well in the Himalayas as they are very heavy, extremely complicated, intimidating and not really designed for this environment. With its purpose-built ground-up design, the **Himalayan** is a simple and capable go-anywhere motorcycle that will redefine adventure touring in India.”

Built on a rugged duplex split cradle frame designed and developed by Harris Performance, the Himalayan is stable and agile in equal parts. A strong mono shock rear suspension with linkage allows for longer travel and delivers a smoother ride experience regardless of terrain. The **Himalayan’s** 220 mm ground clearance ensures it gobbles up obstacles comfortably be it in the Himalayas, rocky river beds or at stream crossings. An optimal wheel size combination allows for better control while riding over rocks and ruts.

The **Himalayan** is powered by a completely new and evolved overhead camshaft engine platform that forms the base for its new long stroke **LS 410** engine. The all new engine delivers high torque and usable power at lower RPMs. This makes for smooth riding in higher gears at lower speeds, making it easy to climb hills, or to maneuver through traffic.

Modern design and materials of the engine translate to increased efficiency and low maintenance, and the engine can go 10,000 kilometers between oil changes.

Speaking at the launch of the Himalayan, **Mr Rudratej (Rudy) Singh**, President Royal Enfield said, “What excites me about our new motorcycle, is that it fundamentally builds on Royal Enfield’s core philosophy of balancing aspiration with access. It allows both seasoned riders as well as enthusiasts to do more with just one motorcycle. The Himalayan serves the purpose of a seasoned rider and at the same time opens the roads (pun not intended) to many more people who will get the confidence that they can ride on and off the road less travelled, going beyond their day-to-day commuting needs.”

“Functionally - the Himalayan’s non-intimidating spartan design, a flat torque curve, accessible seat height and long suspension travel alongside the ease of ownership, make the Himalayan is an extremely versatile motorcycle that is adept for long rides while equally being the definitive choice to navigate our urban jungles”, **Rudy** added.

Touring utility is built inherently into the Himalayan. A 15 litre fuel tank provides a long range of approximately 450 kilometers. Luggage mounting points, for hard panniers, soft luggage and jerry cans are integral to the motorcycle’s design. A simple instrument cluster keeps track of speed, direction, ambient temperature, travel time, service intervals and multiple trip distances. Most importantly, an ergonomical sync between footpegs, handlebar & seat height provide a comfortable upright riding posture that is necessary for long rides. An accessible 800mm seat height with lower mass-balance ensure ease of planting feet on ground for complete control. Royal Enfield Himalayan comes fitted with dual-purpose tyres that lend a confident grip and performance across a range of conditions. In addition to complete braking control, the 300mm front and 240mm rear disc brakes help to reduce braking effort.

Royal Enfield has also introduced meticulously designed, purpose-built protective riding gear that caters to the long range tourer travelling to unpredictable places, terrains and climates. The protective gear range includes the 4-season Royal Enfield Darcha riding suit made in collaboration with REV’IT; versatile touring jackets and trousers with Cordura, protective armour, removable thermal liners and breathable waterproof lining. The collection also has riding gloves, riding trousers and riding boots.

Royal Enfield has invested significant time and effort in testing the Himalayan extensively with experts and across multiple terrains for both off-road and on-road manners. Starting from the Bruntingthorpe airfield in UK to the race track in Sriperumbudur, Chennai; from off-road terrains to urban settings and then in real world riding conditions in the Himalayas; the motorcycle has clocked lakhs of kilometers and cumulative mileage before hitting the production line.



The Himalayan is more than the sum of its parts; not only does it deliver on its intent of being a purpose-built motorcycle for the Himalayas, it is also extremely versatile and designed to be your only motorcycle.

Available in two colour options—Granite and Snow, the Himalayan will be on display in select Royal Enfield stores in the Delhi and the NCR region from February 3, 2016. Customers can book and test ride the Himalayan across the country from March 17, 2016.

To know more about **#Himalayan** visit: royalenfield.com/Himalayan

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About Royal Enfield:

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With more than 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield's product line- up in India includes the Bullet, Classic and Thunderbird models in 350 and 500cc displacement; and the Continental GT 535cc café racer. Royal Enfield operates through 17 company-operated stores and 496 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, UK, several European and Latin American countries, as well as the Middle East and South East Asia.

Royal Enfield also organizes and supports many motorcycling events and rides globally , more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the world to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

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