



November 1, 2024

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

Subject: Regulation 30 of the SEBI (LODR) Regulations, 2015 – Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find attached a copy of the press release being issued today.

You are requested to take the same on your records.

Thanking you,
For **Eicher Motors Limited**

Atul Sharma
Company Secretary

Encl.: As above

ROYAL ENFIELD HITS ALL-TIME FESTIVE HIGH WITH 1,10,574 UNITS SOLD IN OCTOBER 2024, SURPASSING 100,000+ SALES MILESTONE

New Delhi: November 1, 2024: Royal Enfield posted monthly sales of **1,10,574** motorcycles in October 2024 marking highest ever monthly sales figures in the history of the brand. The company witnessed **31%** growth over the same period last year against **84,435** motorcycles sold during the same month in the previous financial year. Royal Enfield exported **8,688** motorcycles during the month as compared to **3,477** during the same period last year.

Speaking about the performance for the month of October 2024, **B Govindarajan, CEO, Royal Enfield** said, *"The month of October has been truly remarkable for Royal Enfield, we have broken records with a whopping 1,00,000+ sales in a single month! This is our biggest and milestone festive season sale and surpasses all our previous sales performance records. Last month we announced our debut in Bangladesh market and the response from the riding community has been incredible. All our new and existing motorcycles have continued to perform well and we are confident that with our upcoming launches we will be able to sustain this growth momentum. As we soon unfold our next chapter of sustainable mobility, we are excited to shape the future of motorcycling while remaining committed to delivering the essence of pure riding experiences."*

MOTORCYCLES SALES	October			YTD		
	2024	2023	Growth	2024'25	2023'24	Growth
Domestic	1,01,886	80,958	26%	5,12,729	4,97,845	3%
Exports	8,688	3,477	150%	52,624	43,576	21%
Total	1,10,574	84,435	31%	5,65,353	5,41,421	4%

Brand & Business Updates

Royal Enfield Debuts in Bangladesh

Strengthening its presence in the SAARC region, Royal Enfield has launched a Manufacturing Unit (Category 2) and flagship showroom in Bangladesh. Set up in Cumilla District, Bangladesh in collaboration with IFAD Motors, this facility has a 30,000 units annual capacity, and will focus on local production and assembly of four key models—Hunter 350, Meteor 350, Classic 350, and Bullet 350—tailored specifically for the Bangladeshi market.

Royal Enfield Unveiled Bear 650

The Royal Enfield Bear 650 has officially been revealed. Built as a purpose-driven scrambler, it shares the same 650cc platform as the Interceptor 650, with identical engine and chassis. However, the Bear 650 features upgraded suspension and wheels. Its design draws inspiration from classic '60s scramblers, evoking a minimalist, rugged feel for off-road trails and desert rides. Full details, including pricing, will be announced on November 5, 2024, at EICMA.

Royal Enfield's Limited Edition 1:3 Scale Models Returns

Royal Enfield Apparel brought back its limited edition 1:3 scale models, with a flash sale held on October 15, 2024, at 12:15 pm. These handcrafted miniatures, meticulously crafted with 964 components to replicate the motorcycle, were inspired by the iconic Classic nameplate. The exclusive models are highly

sought-after collector's items, appealing to passionate motorcyclists and Royal Enfield enthusiasts.

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 the Bear 650, Classic 350, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. 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 2000 stores across all major cities and towns in India and through nearly 850 stores in more than 60 countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

For further information please contact:
corpcomm@royalenfield.com