



November 25, 2021

**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, 5<sup>th</sup> 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 copy of press release being issued today.

You are requested to take the same on your records.

Thanking you,

For **Eicher Motors Limited**

**Manhar Kapoor**  
**Chief Legal Counsel & Company Secretary**

## ROYAL ENFIELD STRENGTHENS COMMITMENT TO ASIA-PACIFIC REGION AS THAILAND CKD UNIT COMMENCES OPERATIONS

- *Significant boost to international growth with this being the third assembly unit to become operational after Argentina and Colombia*
- *Will deliver on strengthening the business and growth in the Asia-Pacific region*

**Chennai-India, November 25, 2021:** Royal Enfield, the global leader in the mid-size motorcycle segment (250 - 750cc), today announced commencement of operations of its exclusive Local Assembly Unit and CKD facility in Thailand, one of the world's largest automobile manufacturing hubs. Set up in partnership with GPX, this announcement is a significant boost to the company's business in South-East Asia, and further reiterates Royal Enfield's commitment to the Asia Pacific Region. With this, the company now has three local CKD (Completely Knocked Down) units - in Argentina, and Colombia in Latin America, and in Thailand - in addition to the three state-of-the-art manufacturing facilities in Chennai, India.

The local assembly unit in Thailand will be based at Gateway City Industrial Estate, Moo 7 Huasamrong, Plaengyao Chachoengsao. In addition to catering to consumers in Thailand, this assembly unit will act as a distribution hub for all other countries in South-East Asia, including Indonesia, Vietnam, etc., thereby offering significant advantage and growth opportunities for Royal Enfield. To begin with, the facility will start local assembly of the Himalayan, Interceptor 650 and Continental GT 650 models, starting this month.

Speaking about the start of operations of the Thailand CKD Plant, **B Govindarajan, Executive Director, Royal Enfield**, said, "Royal Enfield has been working extensively to grow and expand the middleweight motorcycling segment globally. With a strategic view to grow the business and cater to increasing demand we have been pursuing our plans to set up local assembly units in priority markets beginning with Argentina in 2020 and then Colombia earlier this year. Continuing this journey and marking a first for us in the Asia Pacific region, we are very happy to announce the commencement of operations at the CKD assembly plant in Thailand. A testament to our commitment to the region and the market potential, and to our growing community of riding enthusiasts, this facility will enable us to efficiently cater to the growing demand in the Asia-pacific region, and also become the hub for the rest of Southeast Asian markets."

Thailand has been a critical market for Royal Enfield since the brand's market foray in 2015. Having made significant strides in the country and the APAC region, Royal Enfield is now amongst the top five players in the premium, mid-size motorcycle segment in markets such as Thailand, Australia, New Zealand and Korea. With a burgeoning consumer base in Asia Pacific, and a significant retail network in the region, the new local assembly unit will be a critical boost for business growth in Southeast Asia.

### **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 all-new Classic 350, the Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, and the iconic Bullet 350 and Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are 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 1033 large format dealerships and 1038 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centers, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 17% growth year-on-year for the last 5 years and sales in international markets up 96% in 2019-20, Royal Enfield is the leader in the global mid-size motorcycle market.

***For further information, please contact:***

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