



November 4, 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



THE 'FLYING FLEA' HAS LANDED ROYAL ENFIELD ENTERS A NEW ERA; LAUNCHES NEW ELECTRIC VEHICLE BRAND

- ***Flying Flea*, the new EV brand from Royal Enfield - global leaders in the mid-size motorcycle segment (250-750cc) - introduces all-new electric mobility solutions for city+ space**
- **Silently riding into this category will be the classic-styled *Flying Flea C6* and scrambler-styled *Flying Flea S6* - equipped with seamless connectivity infused with inimitable style and feel typical to Royal Enfield motorcycles**
- **Fully electric motorcycle meant for agile, exciting, and accessible city+ mobility, C6 will be available for retail in Spring 2026**

Milan, Nov 4, 2024 - Marking a major milestone in the company's 123+ years of history, Royal Enfield proudly enters the EV space by announcing the launch of its completely new electric vehicle brand, *Flying Flea*. The expression of Royal Enfield's commitment to keep moving forever forward, this new brand of electric vehicles continues a legacy of innovation and builds a unique, and exciting range of urban and city+ motorcycles for the global electric motorcycle marketplace and beyond.

This new *Flying Flea* brand takes inspiration from the original Royal Enfield Flying Flea motorcycle of the 1940s, a landmark in automotive engineering and design. Though it was purpose-built for use during WWII when these amazing machines were airdropped via parachute to provide lightweight, easy-to-use all-terrain mobility, it was later embraced by civilians too for city exploration purposes. This lightness, agility and adaptability returns with the *Flying Flea* brand and its upcoming range of electric vehicles.

Speaking about what Royal Enfield brings to the Flying Flea and to electric mobility, Siddhartha Lal, Managing Director, Eicher Motors Ltd., said: *"Ever since the wheels began turning in 1901, Royal Enfield has been an ally for exploration and pure motorcycling experiences for millions of riders. For more than 123 years now, as Royal Enfield has evolved with time, emerged through challenges and grown to be a global motorcycling brand, our mission of pure motorcycling has been preserved and nurtured, and has become our true-north. Today, as we get ready to script a new chapter for Royal Enfield, this mission has been the driving force and inspiration, and is the link between Royal Enfield and the Flying Flea, our new brand for super fun, gorgeous and enjoyable urban-plus mobility. This is a significant step in our evolution as a brand and an opportunity for us to distil the essence of Royal Enfield DNA combined with all the great benefits of EV technology and bring something absolutely delightful and differentiated to the world of city-plus mobility."*

Announcing the creation of the brand and showcasing of its first two models at the global launch event in Milan ahead of EICMA, B Govindarajan, CEO of Royal Enfield added: *"It is an especially exciting moment for us, as we present the new Flying Flea brand at EICMA. This represents a completely new chapter for Royal Enfield, inspired by our legacy, driven by our vision for the future and an outcome of REBALANCE, our approach to business. Flying Flea combines distinctive style, city-focussed practicality, and cutting-edge technology. This is the start of a fresh, sustainable ride for us, and offers the world an elegant, effective and sustainable everyday transportation."*



He further added: "We've been deeply investing in R&D and infrastructure for EV over the last many years, and have built a world-class team including 200+ engineers in India and the UK. We have also initiated the development of an EV manufacturing plant in Chennai, India. We have invested in Barcelona-based Stark Future known for its advanced off-road electric motorcycles. All aspects of our connected electric motorcycles, including product strategy and development, technical components like motor, battery, BMS, custom software, and our retail and market strategy have been developed in-house by our dedicated technical and commercial teams."

Speaking specifically about the brand launch and models unveiled at the launch event, Mario Alvisi, Chief Growth Officer of Electric Vehicles for Royal Enfield said: *"Flying Flea is not just a new division but a completely fresh start in every respect; when we say this is a city+ platform, this is to say Flying Flea allows riders to break free to and from the city with a truly moving and visceral riding experience. This is much more than a new brand from Royal Enfield - this is a whole new approach from the brand. We have worked tirelessly to assemble a world-class team and culture, invested in a groundbreaking infrastructure, class-leading technology and have formed both the brand and products from a blank sheet of paper. With no carryover, no crossover and no cutting of corners the end result is products unlike any other in the market. These products not only offer a sophisticated mix between authentic design and cutting-edge technology, but are purpose-built for a whole new space. Flying Flea is for those who will not accept compromises in design and functionality, who seek technology that heightens their experiences and value ease of operation, ownership and, above all, enjoyment."*

The first model under *Flying Flea* to hit the road next year will be the FF-C6. Taking inspiration from the original Flying Flea model, this is a modern interpretation with a sophisticated, distinct aesthetic coupled with class-leading technology. This will be the first motorcycle to bring to life the core pillars of the *Flying Flea* brand:

- **Authentic retro-futuristic style** - The authentic and unmistakable design is highlighted by the first-of-its-kind contemporary reimagining of the original Flying Flea front suspension, featuring a forged aluminium Girder fork and articulating mudguard. This fork style was synonymous with pre-1930s motorcycles, and the original Flying Flea notably elevated this style with an elegant 'rubber band' style girder fork. This focal point of an already distinctive design is not only carried forward with the new Flying Flea but reinvented and completely modernised, a ground-up redesign of which results in a unique riding experience only available on the FF-C6. The flowing forged aluminium frame provides a lightweight yet strong structure with a timeless silhouette, while the magnesium battery case utilises organic design language for optimal weight saving and cooling. The design theme of the battery fins is emblematic of the Flying Flea's ethos, fusing tradition and technology. The dynamic front fins, arranged in odd sequences, represent innovation and modern technology while the elegant rear fins, placed in even sequences, embody tradition and legacy. Both clusters of fins twist and turn, eventually merging seamlessly into a graceful wing-shaped motif at the centre. A true round touchscreen cluster maintains classic lines alongside high-tech functionality.
- **Cutting Edge Technology-** Cutting-edge connected features utilise a myriad of native technologies for a seamless experience both on and off the bike - 28 patents have been filed in the last six



months alone, with further advancements coming by the day. Bespoke software, developed in-house constantly monitors and optimises riding experience, from improving mileage to creating a captivating riding feel. To leverage the full capabilities of the FF-C6 we have developed a central Vehicle Control Unit, which integrates all the physical and digital touch points, powered by a tailor-made chip made specifically for FF. This VCU enables over 200,000 different ride mode combinations, constantly monitors your bike when you are away to alert if it is disturbed or moved, and is always up to date with Over The Air updates and feature additions. The ride modes allow the user to tailor their experience not just for economy or comfort but for sheer enjoyment through nuanced adjustments to throttle, brake and regen feel - allowing your bike to change as your mood, your roads and your needs do. The phone as a key technology allows you to simply jump on and ride away.

- **Accessible and Exciting Riding Experience** - Effortless twist-and-go visceral acceleration creates an intoxicating mix of pace and fun with lean angle sensing ABS, alongside efficient and capable highway cruising with cruise control. Easy and fast charging at a domestic 3-pin plug coupled with ample range to explore your city. Easy handling paired with lightweight components result in an infinitely usable, uncomplicated and encouraging ride regardless of your ability.

With these underlying core pillars *Flying Flea* will allow riders to move within and around the city in a sustainable way, connecting both with technology and your surroundings. This is the beginning of a new breed of electric mobility for those who choose to travel with style, with purpose and for fun as well as necessity.

Those who are interested in receiving updates about the Flying Flea brand can subscribe to: <http://flyingflea.royalenfield.com/>, and be sure to follow the all-new *Flying Flea* [Instagram](#) page which is active from today.

About Flying Flea:

Flying Flea, endorsed by Royal Enfield, is the electric vehicle brand that is an expression of Royal Enfield's commitment to keep moving forever forward. Operating at the intersection of technology and lifestyle, Flying Flea is a new brand of electric vehicles that continues a legacy of innovation and creates a new category for the global electric motorcycle marketplace and beyond.

An evolution of Royal Enfield's 120+ years philosophy of Pure Motorcycling, Flying Flea as a brand draws inspiration from the 1940 Royal Enfield Flying Flea motorcycle, an engineering marvel that was purpose-built to be air-dropped by parachute. Built to deliver a smart, nimble and agile ride experience, the Flying Flea is a sophisticated mix between authentic design and cutting edge technology, infused with the inimitable feel and style typical to Royal Enfield motorcycles. Looking to drive the next 100+ years of pure motorcycling, Flying Flea's first products will be the classic-styled FF-C6 followed by the scrambler-styled FF-S6, both expected by early 2026.

The Flying Flea team within Royal Enfield, boasts of a class-leading team of more than 200 engineers in the UK and in India, allowing Flying Flea to develop its own motor, battery, BMS and custom software for its line of connected electric vehicles. With more than 28 patent applications filed for native and connected applications, end-to-end technology for the Flying Flea has been developed in-house, in partnership with industry-leading experts and brands. The brand will also be setting up an exclusive EV manufacturing space within its manufacturing facility at Vallam Vadagal.



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 newly introduced electric vehicle brand, Flying Flea - the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6, Bear 650, Classic 650, Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the 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

For further information and imagery, please register on the [Flying Flea media site](#). Full press kit imagery is available to download via "ASSETS".