



March 27, 2025

**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 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

**STAY PURE. STAY CLASSIC.**

## **THE ALL NEW CLASSIC 650: TIMELESS ELEGANCE IN A NEW AVATAR**

- *The Classic 650 - the purest expression of Royal Enfield DNA served in a double measure - launched in India*
- *In a bigger, bolder and powerful avatar, the Classic 650 retains the iconic appeal of a Royal Enfield heritage motorcycle, blending modern design cues with a timeless elegance and sophistication*
- *The Classic 650 is available in four striking colourways; prices start from **INR 3,37,000/- (ex-showroom, Chennai)** | Bookings, test rides and sale begins today, across India*

**Chennai, March 27, 2025** - Royal Enfield, the global leader in the mid-size (250cc-750cc) motorcycle segment, today introduced the **Classic 650** in India at prices starting from **INR 3,37,000/-**. Building on the legacy of the Classic range, the Classic 650 perfectly blends timeless elegance, modern design cues and sophisticated craftsmanship with the enduring spirit of motorcycling.

More than a motorcycle, the Classic has been a cultural phenomenon. Rooted deeply in Royal Enfield's history, the Classic's lineage dates back to the golden age of motorcycling. The Classic 650 is a motorcycle that seamlessly blends heritage with modernity, tradition with innovation, and nostalgia with contemporary craftsmanship. Every curve, every polished metal accent, and every signature design detail tells a story of a time when motorcycles were built to be cherished for a lifetime.

The Royal Enfield 'Classic' has remained the purest form of RE DNA in an elegant and undiluted form. Not only has it been the foundation of several Royal Enfield motorcycle models, it has also remained a motorcycle with an impeccable pedigree, timeless elegance, old-world charm, and distinct, unwavering character. With bespoke craftsmanship and design language the Classic has represented the very culture of classic automotive design, aesthetics and engineering.

Speaking about the launch of the Classic 650, **B Govindarajan, Managing Director, Eicher Motors Limited and CEO, Royal Enfield**, said, *"The Classic 650 is more than just a motorcycle - it's a tribute to our rich legacy, where timeless design meets effortless performance. It carries forward the spirit of Royal Enfield, blending craftsmanship with an unshakable bond between rider and machine. Built on our proven 650cc parallel twin platform, it offers a perfect blend of refinement, capability and powerful road presence, making it an even more aspirational choice for those who love the Classic's DNA, seeking more power and versatility. With the Classic 650, we are not just building motorcycles; we are preserving the essence of pure motorcycling for generations to come. We're thrilled to bring this iconic machine to India, and I am confident that it will be embraced with the same passion that defines our riding community."*

### **Old-school lineage. Brand new geometry.**

While the Classic 650 shares common heritage, it is completely modern and unique. Built on Royal Enfield's globally awarded 650 twin motor platform, the design, the stance and the form of the

motorcycle has been matched to the lines and form of the engine that powers this motorcycle. The Classic 650 has shorter, sporty fenders and a leaning forward proportion, adapted to the angled forward Twin motor. This gives the motorcycle a dynamic pose. Modern, wider tyres add to its capability and larger forms all around give it a presence befitting its larger capacity motor.

The new Classic 650 carries the same mainframe geometry of the Classic and will have dual seats with an option of pillion seat and rack removal, using a single bolt on mechanism. With bright polished aluminium and chrome finish on the headlamp unit and front trafficators, the Classic 650 continues to maintain the signature post-war British motorcycle styling, with visual harmony accentuated by flowing lines from front to the tail. The motorcycle bears the distinct teardrop shaped tank, and the signature Royal Enfield nacelle that houses a new LED headlamp along with the signature 'tiger lamps' - pilot lights - an enduring feature on Royal Enfield motorcycles since 1954.

### **Double measure = Double fun.**

A foundation for many Royal Enfield motorcycle models through the years, the Classic has carried the rich heritage and inspiration that retains Royal Enfield design characteristics, and the Classic 650 is not very different. It carries forward the legacy and is built to reflect the familiar and signature design elements that connect it to its predecessors. The Classic 650 seamlessly carries forward the iconic 'frame-loop' design that has been at the heart of the brand's motorcycles for decades. This hallmark element, rooted in Royal Enfield's rich heritage is more than just a structural component - it's an embodiment of timeless design and authenticity.

Built on Royal Enfield's globally awarded 650cc platform, the Classic 650 delivers an exceptional riding experience that seamlessly blends comfort and control. Its refined gear-shifts and well-balanced chassis offers superior stability and enhanced riding experience, even on uneven terrain. The 650cc twin motor known for its strong low-end acceleration makes it ideal for quick getaways and confident overtakes. It delivers ample torque right from lower revs, providing an effortless surge of power without needing to push it hard. The engine is impressively stress-free and refined with minimal vibrations even at higher speeds. Its responsiveness, combined with well-tuned throttle makes it fun and engaging for the rider.

The ergonomic riding posture, with perfectly positioned handlebars and a plush wide seat, keeps the rider comfortable during long rides. Equipped with premium Showa suspension at the front and rear, the Classic 650 will deliver a smooth, confident, and composed ride across all terrains.

The uncluttered dash unit, featuring a digital LCD screen with an odometer, trip metre, fuel level indicator, service reminder, gear position indicator and clock, makes the rider focus and enjoy the ride. Additionally, the motorcycle will be offered with Genuine Motorcycle Accessories in the Classic and Classic Tourer inspired themes, allowing riders to customise their machine for an even more personalised riding experience. Overall, the Classic 650 embodies the timeless charm of motorcycling with modern-day precision and comfort.

### **Classic colours for classic contours.**

The Royal Enfield Classic 650 adorns 4 stunning colourways that complement the flowing, elegant lines of the Classic 650 Twin. With **Vallam Red**, **Bruntingthorpe Blue**, **Teal** and **Black Chrome**, each colour beautifully complements the motorcycle's classic contours. These fresh hues reflect timeless elegance and enhance the iconic design of the Classic, offering the riders to showcase their individuality and style.

Pricelist:

Variant	Colourways	Price*
Hotrod	Vallam Red	INR 3,37,000
	Bruntingthorpe Blue	
Classic	Teal	INR 3,41,000
Chrome	Black Chrome	INR 3,50,000

(\*All prices are ex-showroom, Chennai)

With the launch of the new Classic 650, Royal Enfield offers attractive finance and upgrade/exchange options for existing Classic 350 customers through REOWN. The offer will be available across all empanelled Royal Enfield dealerships having presence in over 230+ cities.

#### 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 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan 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](mailto:corpcomm@royalenfield.com)