



December 07, 2022

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 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 STRENGTHENS COMMITMENT TO AMERICAS REGION WITH THE INAUGURATION OF NEW CKD FACILITY IN BRAZIL

- *Royal Enfield's third motorcycle assembly unit in the AMERICAS region and fourth across the world, outside India*
- *Located at Manaus, Amazonas, new Brazilian CKD facility reinforces long-term commitment to Brazil and LatAm region in particular | Will be operational with immediate effect*
- *Will aid in growing the burgeoning market for Royal Enfield motorcycles in Brazil*

São Paulo, (SP) December 07, 2022: Royal Enfield, global leader in mid-size (250cc-750cc) motorcycle segment, today began a new chapter on its journey in the Americas region, and specially in Brazil, with the commencement of operations of its new CKD assembly facility. This is a significant step forward in Royal Enfield's plans in LatAm, and reiterates the brand's commitment to the region, as Brazil is a strong market for Royal Enfield. Located in Manaus, capital of Amazonas state, the new facility is the fourth Royal Enfield CKD assembly unit across the world - after Thailand, Colombia and Argentina - in addition to its state-of-the-art manufacturing and ancillary facilities located in India.

With an assembly capacity of more than 15,000 units per year, the local assembly unit in Manaus is a state-of-the-art, modern facility that will cater to growing demand in the country. The facility will engage in local assembly of the entire line-up of Royal Enfield motorcycles, including the new Classic 350, the Meteor 350, the Himalayan, and the 650 twin motorcycles, Continental GT and the Interceptor. With this setup, Royal Enfield can now ensure seamless and quicker delivery timelines for motorcycles in Brazil.

Speaking at the inauguration of the new facility, **Royal Enfield CEO, B Govindarajan**, said, *"Royal Enfield has been working extensively to grow the middleweight motorcycling segment globally. With markets like the Americas region, Europe and the Asia-Pacific growing significantly, it has been our strategic intent to be closer to these markets and grow the business. We commenced on this journey a couple of years ago and have set up strategic assembly facilities in Thailand, and in Argentina and Colombia in LatAm. Brazil has been a very strong market for Royal Enfield, and is soon poised to be the single largest market for us outside of India. We have seen growth of more than 100% since 2019 here in Brazil. We are very happy to launch our fourth CKD facility globally here in Brazil and this is testament to our commitment to the region and the market potential, and to our growing community of riding enthusiasts in the market. We are confident that this facility will help us grow the mid-segment market here in Brazil while enabling us to efficiently cater to the growing demand"*

Brazil has been a critical market for Royal Enfield since the brand's market foray in 2017. Having made significant strides in the country and across the entire Americas Region, Royal Enfield is now amongst the top five players in the mid-size motorcycle segment in markets such as Brazil, Argentina, Colombia, Mexico and North America. With a burgeoning consumer base and a significant retail network in the region, the new local assembly unit will be a critical boost for business growth in the LatAm Region.

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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 recently launched, stylish new Hunter 350, the timeless Classic 350, the Meteor 350 cruiser, the 650 parallel twin motorcycles - Interceptor and Continental GT, the adventure motorcycles - Himalayan adventure tourer and the Scram 411 ADV Crossover, and the iconic Bullet 350. 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 more than 2100 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 three modern CKD assembly facilities in Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market

For further information, please contact:

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