

February 6, 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

## EXCLUSIVE DROP ALERT!

### ROYAL ENFIELD INTRODUCES LIMITED EDITION SHOTGUN 650 IN COLLABORATION WITH ICON MOTOSPORTS

- Inspired by Royal Enfield and ICON Motosport's custom build, **only 100 Units available through an exclusive drop on February 12, 2025 at 3 PM GMT | Only 25 units on sale in each region**
- Registration opens on **February 6, 2025** across India only on RE app and for APAC, Europe and Americas through Royal Enfield website
- The Limited Edition Shotgun will be priced at **INR 4,25,000/- (ex-showroom) in India**
- The limited edition Shotgun 650 comes with an exclusive **Slabtown Intercept RE jacket designed by ICON**



**Chennai (India) - February 06, 2025:** Royal Enfield, the global leader in the middleweight motorcycle segment, in collaboration with **ICON Motosports**, renowned for their genre defying motorcycle apparel and protective gear, will soon launch a 'Limited Edition Shotgun 650' that takes inspiration from the awe-inspiring custom-build known as 'Always Something' by ICON, which was showcased at EICMA 2024 and Motoverse 2024.

This limited edition custom drop production series of the Shotgun 650 is inspired by the build with ICON, exudes style and sports elements to bring 'exclusivity' for the stock motorcycle. The limited edition drop model is truly a collector's edition, and will come loaded with a 3-tone colorway of race-inspired graphics and is fitted with unique special parts to match the custom build, including gold contrast cut rims, blue colour shock springs. A red seat with integrated logo and bar-end mirrors further adds to its style quotient. Shotgun 650 is a tribute to the custom-culture that celebrates creativity and acts as a blank canvas for customisation and personalisation for thousands of riders across the world. The limited edition Shotgun 650 will deliver an exhilarating riding experience, combining Royal Enfield's signature timeless aesthetics with Icon Motosports



rebellious spirit, making it a favourite among enthusiasts seeking style, character, and performance.

This collaboration reinforces Royal Enfield's commitment to nurturing the global custom-building community while celebrating its own legacy. Each motorcycle will come paired with a **Slabtown Intercept RE jacket from the collaboration, designed by ICON**. The exclusive jacket is constructed of suede and textile, adorned with leather appliques and embroidery, adding to the collector's appeal.

Speaking on the limited edition drop, **Adrian Sellers, Head - Custom & Motorsport** at Royal Enfield, said *"Our collaboration with ICON Motosports for the Limited Edition Shotgun 650 exemplifies the custom possibilities of the Shotgun 650, celebrating the artistry and passion of custom building while pushing the boundaries of what's possible with Royal Enfield motorcycles. The 'Always Something' by ICON was a masterpiece, and we are thrilled to bring this production version channeling its passion and style to our community of riders worldwide."*

ICON Motosports, based in Portland, Oregon is a premier motorcycle brand that also builds custom motorcycles and is known for blending retro aesthetics with cutting-edge technology. Their unique design ethos combines classic motorcycle cues with futuristic elements, creating machines that are both timeless and innovative.

#### **How to register and own this exclusive drop?**

Royal Enfield will offer **only 100 units** of these limited edition Shotgun 650 to enthusiasts globally. February 6, 2025 onwards, customers in India can register their credentials through RE app only, while customers across Australia, New Zealand, Thailand, Malaysia, Japan and Korea in Asia Pacific region; UK, Germany, France, Italy, Spain, Netherlands, Poland, Greece, Portugal and Czech Republic in Europe & Middle-East; USA, Canada in North America and Argentina, Brazil, Colombia and Mexico in Latin America region can register using the link below:

URL - [www.royalenfield.com/in/en/shotgun-icon-edition/](http://www.royalenfield.com/in/en/shotgun-icon-edition/)

The exclusive drop will go live on **February 12, 2025, at 3 PM GMT on the RE App in India and on Royal Enfield website for other regions**. The **first 25 customers to book** in each region will ride home the limited edition Shotgun 650!

*Royal Enfield App is available on the Android Play Store and iOS App Store. For more details, visit [www.royalenfield.com](http://www.royalenfield.com) or contact your nearest Royal Enfield dealer.*

#### **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, 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)