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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

Stay Wild. Stay Classic.

THE ROYAL ENFIELD GOAN CLASSIC 350 A TRIBUTE TO SEVENTIES GOAN MOTO-CULTURE

- *The Goan Classic is a 'free-spirited' expression of the wild, bohemian machines, and the custom counterculture that shaped motorcycling in Goa in the 1970's and 80's*
- *A wild child on two wheels, the Goan Classic infuses the Classic, as we know it, with the spirit of a bobber, and offers an easy, laid back, comfortable style of riding, reminiscent of the land of 'susegad'*
- *Powered by Royal Enfield's popular 349cc air-oil cooled, single-cylinder engine, the Goan Classic delivers 'good vibes only', with a relaxed and smooth ride*
- *Launched in Goa at Motoverse, the motorcycle is available in four vibrant single and dual-toned colourways priced at **INR 2,35,000/-*** and **INR 2,38,000/-*** respectively | Bookings, test rides begin today*

Goa, November 23, 2024: Drawing inspiration from the '70s and '80s iconic Goan moto-culture, Royal Enfield, global leader in the mid-size motorcycle segment (250-750cc), launched the **Goan Classic 350** — a bobber-inspired motorcycle, that celebrates and embodies non-conformity and free-spirited lifestyle. The Goan Classic 350 is a tribute to the kaleidoscope of self-expression that formed India's unique Goan moto-culture. It is a child of the freewheeling counterculture that emerged in Goa in the seventies and eighties - a four-stroked, sun-soaked hippie machine, always on the path of self-discovery and self-liberation.

With every curve and contour, the Goan Classic is inspired by the stripped-down and 'tripped-up' creations of Goa's custom builders, blending the spirit of a bobber and Goan free-spirited lifestyle. The chopped fenders, mid-ape handlebars, ergonomically placed low-slung seats and the rear silhouette echo the days when riders stripped their machines down to the bare essentials, turning them into reflections of their personality. Each rev of the engine hums with the spirit of Goa's golden groove, just as the sun-drenched days invite you to enjoy every moment. With true bobber-inspired DNA, the motorcycle is characterised by the single-seat design, floating rider seat, and whitewall tyres on tubeless spoke wheels that evoke the iconic customisations of bobber culture.

Speaking about the new Goan Classic 350, **Siddhartha Lal, Managing Director - Eicher Motors Ltd.** said, *"The Goan Classic is a heartfelt tribute to the spirit of freedom and individuality that Royal Enfield has championed for decades. To me, this motorcycle is an embodiment of the cool, laid-back Goan moto-culture, and Royal Enfield's passion to build motorcycles that are more than just machines, and are a means to self-discovery and expression. This motorcycle feels right at home, not just on the streets of Goa, but brings the relaxed, and easy Goan vibe to free-spirited and freewheeling riders everywhere"*

Speaking about the new motorcycle, **B Govindarajan, CEO - Royal Enfield** said, *"Rooted in custom bobber culture, the Goan Classic is a beautiful fusion of classic design and modern engineering. From the low-slung silhouette and the single floating rider seat, the contours and ergonomics, and the dazzling kaleidoscope of colourways, the Goan Classic has a very bohemian and free-spirited vibe combined with relaxed and comfortable riding manners. This is a motorcycle for those who ride not just to get from place to place, but to live and experience every moment with authenticity."*

At the core of the Goan Classic is the popular 349cc air-oil-cooled, single-cylinder engine that balances effortless power with refined character. Producing 20.2 bhp at 6,100 rpm and 27 Nm of torque at 4,000 rpm, this engine is tuned for smooth, unhurried performance, ideal for the laid-back nature of bobber riding. The 5-speed gearbox allows for easy shifts and relaxed cruising, whether in city traffic or on open highways.

*** All motorcycle prices mentioned in the communications are Ex-showroom Chennai**

Built on a twin downtube spine frame, the motorcycle offers a smooth and stable ride across all types of roads. Its telescopic front suspension with 41mm forks and twin rear shock absorbers ensures the right balance between comfort and control. The edge-laced 19-inch front and 16-inch rear aluminium spoke wheels and whitewall tubeless tyres provide excellent grip, while dual-channel ABS with 300mm front and 270mm rear disc brakes offer enhanced stopping power. The relaxed riding posture, mid-mounted foot controls, and ergonomic handlebars make long rides comfortable and enjoyable, perfect for riders who savour the journey as much as the destination. The Goan Classic 350 comes with an easy bolt-on arrangement pillion seat, allowing the rider to switch between single and dual seat configurations.

The motorcycle seamlessly integrates modern technology with its retro design. Its dashboard includes a gear position indicator and the Tripper navigation pod for turn-by-turn directions, ensuring convenience on every ride. A USB Type-C charging port allows riders to stay connected on the go. The motorcycle features LED lighting, including headlamps, pilot lamps, and turn indicators, improving visibility while enhancing its aesthetic appeal. Premium touches such as aluminium switch cubes add to the overall look and feel, making the Goan Classic a harmonious blend of classic design and modern functionality.

Inspired by the boho and vibrant elements of Goa, Royal Enfield is collaborating with **Rafu'D** to bring a collection that channels the free spirit of a bygone era, where life was lived in full colour and harmony with nature. This collaboration draws inspiration from the hippie counterculture of the 70s and 80s, infusing every piece with a vibrant energy that celebrates individuality and self-expression. With fluid silhouettes, earthy natural fabrics, and bold, psychedelic prints, the collection captures Goa's iconic "susegado" vibe, inviting you to step into a world of spontaneity. Oversized shirts, breezy trousers, and playful accessories like bucket hats and totes offer a style that's effortlessly cool, embodying the thrill of open-road and the simplicity of coastal living.

The new Goan Classic is available in a selection of vibrant colorways, each crafted to capture the spirit of Goa's iconic moto-culture and laid-back vibe of the past. Every model features a new tank badge and bespoke colour schemes that bring this vision to life. The **Shack Black** offers a bold, dark palette with a sleek mix of matte and gloss contrasts, while **Rave Red** stands out with metallic red and black tones for a neo-retro feel. **Purple Haze** blends a striking purple hue with a black base, and **Trip Teal** is inspired by unique mandala graphics, showcasing fresh, contrasting tones of orange and teal. These colorways, along with chrome accents and slashed-cut silencers, give the bike its unmistakable bobber-style look, perfectly blending Royal Enfield's heritage with modern flair.

The new Goan Classic arrives with a range of bespoke, bobber-inspired Genuine Motorcycle Accessories (GMAs) that enhance its bobber character and style. This includes a custom rider seat, handlebar grips, bar-end mirrors, touring screen, touring handlebar, deluxe foot pegs, and foot control rubbers—all designed in custom-brown shades for a distinctive look.

PRICE DETAILS:

Colourways		Price
Single Tone	Shack Black	INR 2,35,000/-*
	Purple Haze	
	Trip Teal	

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ROYAL ENFIELD

Dual Tone	Rave Red	INR 2,38,000/-*
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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 electric vehicle brand, Flying Flea - including the Classic-styled Flying Flea C6 and Scrambler-styled Flying Flea S6 - that recently showcased in Milan. It also includes the, 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 the new 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

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