

April 26, 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, 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

**NEW COLOURWAYS. NEW FEATURES. DESIGNED FOR -THE COOLEST NEIGHBOURHOODS
IN THE WORLD**

ROYAL ENFIELD'S 2025 HUNTER 350 LAUNCHED - FROM THE HOOD. FOR THE HOOD.

- *Gets three new street-inspired colourways, agile new rear-suspension, slip and assist clutch, refined ergonomics and premium upgrades across variants*
- *The 2025 Hunter 350 continues to be sold at prices starting from INR 1,49,900, with booking beginning today*
- *The motorcycle was introduced at the debut edition of Royal Enfield's street-inspired platform, HunterHood across two cities - Mumbai and Delhi*
- *From Rap battles to Live music, from graffiti artists to Hip Hop dancers, street inspired fashion to homegrown individual labels, HunterHood brings together the energy of streets*

New Delhi/Mumbai, April 26, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, today introduced the 2025 Hunter 350 - a refreshed, feature-packed upgrade of its popular street roadster. Inspired by, and Designed for the Coolest Neighbourhoods of the World, the 2025 Hunter 350 offers three new colourways, upgraded features and continues to raise the bar for what an urban motorcycle can be - intuitive, nimble and effortlessly stylish.

Built for city streets, designed for self-expression and now more comfortable and capable than ever, the 2025 Hunter 350 was unveiled at HunterHood, Royal Enfield's first-ever street culture festival hosted simultaneously in Mumbai and New Delhi. The platform served as the perfect launchpad for a motorcycle that was born from, and belongs to, the energy of the street.

THE NEW HUNTER 350 NEW FEATURES:

- From the white sands of Rio to the red brick lanes of London and the black asphalt streets of Tokyo—the all-new colourways of the 2025 Hunter 350 - **Rio White, Tokyo Black, and London Red** - are inspired by the coolest zip codes around the world.
- Increased ground clearance, improved seat comfort, new suspension and an intuitive ergonomic triangle that syncs with the rider perfectly, enhancing riding comfort.
- 2025 Hunter will be the first 350-cc motorcycle from RE to get the slip-assist clutch
- LED headlamps, tripper pod and type-C USB fast charging for an improved rider experience

With its compact geometry, torquey 349cc J-series engine and distinctive, compact and neo-retro design, the new 2025 Hunter 350 is crafted for the new-age rider - whether they're navigating tight corners or pulling up at the neighbourhood café. Since its launch, the motorcycle has built a loyal and growing community of over 500,000 riders globally, becoming one of Royal Enfield's fastest-growing models.

Speaking at the launch, Yadvinder Singh Gulleria, Chief Commercial Officer at Royal Enfield said: *"The 2025 Hunter 350 has been a standout motorcycle in our portfolio - agile, youthful and incredibly loved by first-time riders and city commuters. We have elevated its performance and added thoughtful upgrades that*

make it even more exciting to own and ride, turning every neighbourhood into their playground. It continues to reflect the pulse of the streets - and that's why we chose HunterHood to bring it to life."

HunterHood, Royal Enfield's new community-first platform, brought together thousands of riders, artists, skaters, and creators across Mumbai and Delhi for a day of live music, graffiti, BMX, dance battles and more. From rap acts like Ikka, Dhanji and Shah Rule to India's largest custom-built skateboarding ramp, the energy was raw, real and deeply reflective of the world the Hunter belongs to.

The 2025 Hunter 350 is available for bookings starting today, across all authorised Royal Enfield dealerships and at royalenfield.com.

Variant	Pricing (ex-showroom Chennai)
Hunter Factory Black	INR. 1,49,900
Hunter Dapper (Rio White and Dapper Grey)	INR. 1,76,750
Hunter Rebel (Tokyo Black, London Red and Rebel Blue)	INR. 1,81,750

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 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 Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ motorcycle brand – [the Flying Flea](#) – a fresh take on urban mobility, blending authentic design with advanced technology.

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