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March 27, 2026

**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

LEAN. MEAN. CORNERING MACHINE.

## THE 2026 ROYAL ENFIELD GUERRILLA 450: SPORTIER PERFORMANCE MEETS URBAN AGILITY

- **All-new APEX variant with sportier design and new road-focused tyres.**
- **Current Dash & Flash variants get improved grippier tyres; Dash gets a new colorway.**
- **Bookings begin today; pan India retails commencing from March 31st, 2026.**

**Guwahati, March 27, 2026:** Royal Enfield, the global leader in the mid-size motorcycle segment, today launched the 2026 Guerrilla 450 APEX, a sharper, more focused expression of its street-performance roadster.

Unveiled at the GRRR Nights festival in Guwahati, the 2026 Guerrilla 450 APEX arrives with accessible pricing and customer-first enhancements, making it a compelling choice for riders seeking street performance.

Built around the same visceral Sherpa engine, the APEX redefines intent through stance and control—featuring a lower, more committed riding posture, road-focused tyres, and design elements that amplify its corner-hungry character. Every element is tuned to reward rider input, making real-world streets feel faster, and more involving.

### HIGHLIGHTS OF GUERRILLA 450 APEX VARIANT:

- **Sportier riding position:** Lowered and repositioned aluminium handlebars with a more forward-leaning riding triangle for a commanding, sport-focused stance.
- **New road-biased tyres:** APEX variant features new, road-biased 17" Vredestein Centuro ST tyres, carrying a sporty DNA while offering enhanced grip on wet and low friction surfaces.
- **Updated ride modes:** Refined Street and Sport ride modes with mode retention - allowing seamless switching and retaining the last selected mode across ignition cycles.
- **Sharper visual identity and aesthetics:** New CTGs, including APEX Red, APEX Black and APEX Green, further enhance the range, bringing a sharper visual identity. Standard rim tapes, a sculpted rear seat cowl and a colour-coded front cowl add to the motorcycle's sportier stance.

In addition to the APEX variant, the existing Flash and Dash variants will now come equipped with improved CEAT GRIPP XL RE tyres, featuring an enhanced compound and optimized tread pattern, delivering better grip and confidence in wet conditions, while retaining the same aesthetics. All variants also receive the updated ride modes with mode retention. The newly introduced Twilight Blue colour on the Dash adds a refined, contemporary touch, enhancing the range's desirability while underscoring the Guerrilla's bold, road-focused character. It also comes with complimentary handguards and a headlight grill.

Built on the iconic Sherpa platform and supported by a balanced steel twin spar frame, the 2026 Guerrilla 450 continues to deliver 40PS and 40Nm, offering strong, accessible performance across the rev range. Across its variants, the motorcycle emphasises stability under acceleration, agility in corners and confidence through changing road conditions.

# ROYAL ENFIELD

All variants of the 2026 Guerrilla 450 are equipped with Royal Enfield's **Tripper Dash** - a circular 4-inch TFT display with Google Maps-powered navigation and seamless smartphone connectivity - enhancing every ride with intuitive guidance, real-time ride insights, and providing a more connected, in-control riding experience.

Commenting on 125 years of Royal Enfield and 125,000 motorcycles built on the Sherpa platform, **Yadvinder Singh Guleria, Chief Commercial Officer at Royal Enfield, said** *"The Guerrilla 450 has established itself as a compelling proposition for riders seeking an engaging, street-focused motorcycle that blends everyday usability with spirited performance. With the 2026 updates, we are sharpening that proposition further — introducing a sportier expression with enhanced ergonomics, new road-biased tyres and features that amplify its agile, corner-hungry character. We now offer one machine with two flavours, to let customers choose between an upright, street-first ergonomics with plenty of muscle, or a grippier ride to conquer every corner. The launch also coincides with two important milestones for us as a brand — 125 years of Royal Enfield and 125,000 motorcycles built globally on the Sherpa platform. To celebrate the community, we are introducing the 2026 Guerrilla 450 range with a limited-period celebratory price, reinforcing our commitment to delivering a strong value proposition while continuing to expand the segment."*

Royal Enfield Guerrilla has partnered with **Fairtex**, the iconic Muay Thai brand, on a special collaboration rooted in discipline, precision, agility and controlled power - the traits of an urban fighter. The partnership introduces a limited-edition range of Fairtex x Guerrilla gear, including boxing gloves, Muay Thai shorts and a T-shirt, alongside a custom motorcycle based on the 2026 Royal Enfield Guerrilla 450 APEX. Finished in collaboration colours with a raw, street-focused stance, the build reflects the focused aggression and athleticism shared by both brands.

The collaboration was unveiled at GRRR Nights X Underground, an event designed to showcase the motorcycle's versatility and performance. Drift demos, drag races and hands-on experiences gave participants a direct feel of the Guerrilla 450, complemented by live sets from EPR Iyer and Shaddy Mellow, along with DJ performances and an enthusiast meet-up that brought together the culture around the machine.

The 2026 Guerrilla 450 adds a sharper, sportier dimension to the product, broadening its appeal to riders seeking agility and control in everyday urban riding. The range goes on sale starting today across authorised Royal Enfield dealerships and at [royalenfield.com](http://royalenfield.com). Test rides and retail sales begin from March 31st, 2026.

Variant	Colourways	Pricing (ex-showroom Chennai)
APEX	APEX Red	₹ 2,49,194
	APEX Black	₹ 2,56,387
	APEX Green	₹ 2,56,387
Dash	Twilight Blue	₹ 2,49,194
	Shadow Ash	₹ 2,67,116
	Smoke Silver	₹ 2,67,116
	Peix Bronze	₹ 2,67,116

# ROYAL ENFIELD

Flash	Brava Blue	₹ 2,72,479
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Additionally, Royal Enfield now offers a comprehensive 7-year Extended Warranty along with Roadside Assistance across its range of motorcycles, further enhancing customer confidence and ownership experience. This extended coverage includes an additional 4 years or 40,000 km (whichever is earlier) over and above the standard warranty of 3 years / 30,000 km or 40,000 km (650cc motorcycles), providing riders with long-term assurance and peace of mind on every ride.

## 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, Bullet 650 and the 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+ electric mobility 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's state-of-the-art production facilities are located at Tiruvottiyur, Cheyyar, Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

For further information, please contact: [corpcomm@royalenfield.com](mailto:corpcomm@royalenfield.com)