



August 31, 2024

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

Gleaming new colourways. Updated features. Unwavering style.

ROYAL ENFIELD LAUNCHES THE 2024 CLASSIC 350

- *The purest expression of Royal Enfield DNA, the 2024 Classic stays true to Royal Enfield's mission of accessible elegance with prices starting at INR 1,99,500*; bookings and test rides beginning Sept 1*
- *Exclusive offer for first few customers to personalise their own Classic 350 with industry-first, bespoke design studio service, the Royal Enfield Factory Custom Programme*

National, August 31, 2024: With timeless elegance, old-world charm and unshakable character, the Royal Enfield Classic 350 has represented the culture of classic automotive design, aesthetics and engineering, and the very essence of Royal Enfield's DNA since its launch in 2008. Today, as the motorcycle is launched in a gleaming new avatar, the **2024 Classic 350** proudly continues to stay true to its roots and remain the **defender of elegance** while also continuing to **defend accessibility**. The new **2024 Classic 350** with **updated new features** and in **dazzling new colourways** will be available at a **starting price of INR 1,99,500***, with booking and test rides across India beginning on **Sunday, September 1, 2024**.

Launched in seven gleaming colourways, across five new variants – **Heritage** (*Madras Red and Jodhpur Blue*), **Heritage Premium** (*Medallion Bronze*), **Signals** (*Commando Sand*), **Dark** (*Gun Grey and Stealth Black*) and **Chrome** (*Emerald*) – the 2024 Royal Enfield Classic 350 seamlessly integrates efficient feature upgrades like LED headlamps, LED pilot lamp, gear position indicator on cluster and type C USB charging point, while staying true to its signature aesthetic and character. Additionally, the top variants - Emerald and Dark series - will be offered with Tripper pod as standard fitments along with adjustable levers and LED trafficators.

Speaking about the 2024 Classic 350, **B Govindarajan, CEO, Royal Enfield**, said, *"The Classic 350 is a true embodiment of Royal Enfield's pure motorcycling DNA and has remained the purest expression of elegance, fine craftsmanship and ever-lasting style and beauty. Needless to say, that it has remained true to character and essence through all these years, and it has also remained accessible and approachable, and a canvas for customisation. We have ensured that it continues to be all of this, as we launch the Classic with new feature upgrades while maintaining accessibility. We are also super excited to offer our first few customers the opportunity to customise and personalise their own expression of motorcycling with the Royal Enfield Factory Custom Programme. Our Thiruvottiyur facility has a very special place in our hearts, and we are delighted that it will now be home to this special custom project as well."*

With the launch of the 2024 Classic 350, Royal Enfield also ushers in the **Year and the Decade of the Classic** that features exciting new initiatives like the **Royal Enfield Factory Custom programme**. This bespoke, first-of-its-kind motorcycle personalisation and design studio service will help customers bring their own design vision to life by collaborating and co-creating directly with Royal Enfield's team of renowned designers. With a plethora of personalisation options including colour, paint finishes, trims, decals, badges and graphic options, each custom motorcycle will be as unique and distinctive as its creator's DNA and will come with full manufacturer warranty and a range of Genuine Motorcycle Accessories.

As an **exclusive, one-time offer, fifteen customers** stand a chance to win an **all-inclusive, 2-day trip to Chennai** to visit the Thiruvottiyur facility, and work with Royal Enfield's design team to co-create their own Classic, and a tour of the company's world-class manufacturing facility at Vallam Vadagal. All one needs to do is to book the new Classic 350 at one of Royal Enfield's 2050+ stores across the country, between Sept 1 and 4, and then **on Sept 5, at 4:00 pm**, login to <https://www.royalenfield.com/in/en/factory-custom/> and register for the Factory Custom Service (*with an additional INR 5000*).

Customers can discover, book a test ride, and place an order for their Classic 350 at the nearest Royal Enfield store, or via the Royal Enfield App, and the company website, www.royalenfield.com.

Price-list for the 2024 Classic 350

ROYAL ENFIELD

* - All prices are INR and ex-showroom Chennai

VARIANT	PRICE*
Heritage (Madras Red, Jodhpur Blue)	1,99,500
Heritage Premium (Medallion Bronze)	2,04,000
Signals (Commando Sand)	2,16,000
Dark (Gun Grey, Stealth Black)	2,25,000
Chrome (Emerald)	2,30,000

#2024Classic350 #StayTrue #RoyalEnfieldClassic #RoyalEnfield

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 all-new 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 and 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

For further information please contact: corpcomm@royalenfield.com

* - All prices are INR and ex-showroom Chennai