



November 14, 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

ROYAL ENFIELD ANNOUNCES SECOND CKD UNIT IN BRAZIL

Reiterates commitment to Brazil with second assembly unit in partnership with Grupo Multi

São Paulo, SP. November 14th, 2024 – Royal Enfield, global leader in the mid-size motorcycle segment (250cc - 750cc), has announced intent to set up a new CKD (Completely Knocked-Down) unit in Brazil by January 2025. This new CKD unit - Royal Enfield's second assembly unit will be located in Manaus, through a strategic partnership with Grupo Multi, responsible for the operations.

Speaking about this development, Gabriel Patini, Executive Director for Latin America at Royal Enfield, said, "We are introducing a second partner for production; now we will have both Dafra and Grupo Multi assembling motorcycles to more swiftly meet the demands of the Brazilian market. The new CKD reinforces our commitment to bringing all models that make sense to our market and delivering more promptly to our customers so they can quickly enjoy the Royal Enfield lifestyle to the fullest. Therefore, the CKD partnerships with Dafra and Grupo Multi are crucial for Royal Enfield to take this step forward. We want our installed capacity to be fully operational as soon as possible," says Patini.

The executive also highlights that the new Royal Enfield motorcycle assembly unit generates hundreds of direct and indirect jobs, providing a valuable contribution to local economic development. According to Gabriel Patini, the company is also focused on fostering the economy of the cities where the Brazilian subsidiary operates (São Paulo with the office, Louveira with the warehouse, and Manaus with the CKDs).

The partnership with Grupo Multi, known for its diversification and versatility, represents an exciting new chapter for the group, enhancing its automotive market presence. Infrastructure and extensive production expertise were key factors in choosing the second partner for Royal Enfield's assembly operations in the country.

Royal Enfield is experiencing a new phase with this plan, focusing on culture and team, dealership network, product and brand, customer experience, and transformation. The second CKD unit is part of the transformation pillar, complementing the dealership network, which is expected to reach 36 dealerships by the end of 2024, with new openings in Belém, Cuiabá, Maringá, Santana, North Zone of São Paulo, Itajaí, Chapecó, and Uberlândia.

Besides offering more mechanical and after-sales support to customers, the expanding network is also strategic for upcoming launches by the brand through the end of its fiscal year in March 2025, including the highly anticipated Himalayan 450 and Shotgun 650. For the 2025-2026 fiscal year, the Guerrilla 450, Classic 650, and Bear 650 models are expected.

For Grupo Multi, the collaboration between the two companies promises a stronger presence of the brand in Brazil, expanding access to high-quality motorcycles with iconic design and innovative features.

"The alliance with Royal Enfield marks an exciting chapter for Grupo Multi, strengthening our position in the automotive market and expanding our operations through a strategically significant partner. With this alliance, we expect to further reinforce Royal Enfield's position as a leader in medium-sized motorcycles in the country," states Caio Dias, Executive Director of Grupo Multi.

Royal Enfield reaffirms its commitment to Brazil, its largest market outside India. The headquarters are very excited about the company's new developments here, and strategic partnerships like this one with Grupo Multi elevate expectations and confirm that the brand is increasingly winning over Brazilian motorcyclists.

About Grupo Multi

With over 35 years of market experience, Multi is one of the largest players in the national electronics and IT supplies segment. The company has a modern industrial complex in Extrema (MG), a factory in the Manaus Free Trade Zone, and an engineering lab in China. Its vast product portfolio includes over 5,500 items, from computers to smartphones, cell phones to electric grills, skateboards and toys to drones and health, beauty, and gourmet products. These products are distributed across more than 10 brands and available at over 40,000 sales points nationwide.

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 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 six modern CKD assembly facilities in Bangladesh, Nepal, Brazil, Thailand, Argentina and Colombia.

For further information please contact: corpcomm@royalenfield.com