



January 27, 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

500,000 & counting!

ROYAL ENFIELD HUNTER 350 CROSSES 5 LAKH SALES MILESTONE

January 27, 2025 - Chennai, India: Royal Enfield, the global leader in the midsize motorcycle segment (250cc-750cc) proudly announces that its compact and stylish roadster **Hunter 350** has crossed the **500,000 sales milestone**. Introduced in August 2022, the Hunter is one of the fastest growing motorcycle models, boasting of half a million happy owners across the globe.

Crafted for urban explorers and new-age riders, the Hunter 350 blends agility, style, and fun with Royal Enfield's DNA. With its cool styling, dynamic performance and modern-retro charm, the Hunter 350 is the preferred choice for young riders today. Whether navigating tight spots within the urban maze, or just hanging out at the coolest neighbourhoods in the city, or zipping through open roads, young riders are choosing the Hunter 350 for its swift agility and confident manoeuvrability.

The Hunter 350's widespread popularity is a testament to its versatile appeal across diverse markets, both in India and globally. It has emerged as a preferred choice for riders seeking a compact, nimble, and character-packed motorcycle that effortlessly combines everyday practicality with the thrill of pure motorcycling.

On this momentous occasion, **Yadvinder Singh Guleria, Chief Commercial Officer**, Royal Enfield said, *"The Hunter 350 has truly redefined what it means to ride in urban and dynamic environments. Reaching the 500,000 sales milestone in a short time is a reflection of the immense love and trust of our customers for the Hunter 350. An ever-growing vibrant community of passionate riders of Hunter 350 have made it a disruptor in the mid-size motorcycle segment. We thank all our customers who continue to motivate us in creating motorcycles that inspire exploration, self-expression, and the joy of riding. Royal Enfield will be celebrating this milestone conducting rides along with the Hunter 350 customers across geographies reinforcing our commitment to ride more and ride pure!"*

The Hunter 350's popularity is a testament to Royal Enfield's mission of delivering motorcycles that are innovative, stylish, and powerful. In India, the Hunter 350 has made rapid inroads into the Tier-2 and Tier-3 markets as well, apart from the metros. In addition to India, Hunter is now available across all markets of APAC, Europe, North America, Latin America, Australia and New Zealand.

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, Classic 350 and 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