

April 17, 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

STAY TRUE. STAY CLASSIC

ROYAL ENFIELD LAUNCHES THE ALL NEW CLASSIC 350 IN NEPAL

- *Timeless symbol of pure motorcycling and vintage charm in a gleaming new avatar; available in five variants and seven colourways starting at MRP of NPR 5.55 lakhs.*
- *To be rolled out from the Royal Enfield CKD plant in Nepal; Booking, test ride and retail begins today.*

Kathmandu (Nepal) | April 17, 2025 - Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), today announced the launch of the new Classic 350 in Nepal. A timeless symbol of style and substance, the Classic 350 now arrives with modern enhancements, elevating its legendary appeal. The motorcycle will be rolled out from the exclusive Royal Enfield CKD facility in Nepal, providing seamless accessibility to customers in the country.

Starting at an **MRP of NPR 5.55 lakhs**, the entry-level Heritage variant now features dual-channel ABS, along with premium upgrades such as LED headlamps, LED pilot lamps, a Type-C USB charger, and a gear position indicator — offering unmatched value and refinement. With this, Royal Enfield introduces ABS as a standard feature in Nepal across all variants of the Classic for the very first time.

The new Classic 350 is available in seven striking colourways across five distinctive variants—Heritage, Heritage Premium, Signals, Classic Dark, and Classic Chrome—each blending timeless design with modern engineering.

For decades, the Royal Enfield Classic has stood as an icon of enduring charm, rich heritage, and authentic craftsmanship. 'Trending since 1950', the Classic represents a pure motorcycling experience - drawing from a golden era yet staying relevant in the present. With the new Classic 350, this legacy continues to thrive, redefining elegance and tradition for a new generation of riders.

Speaking on the launch of the Classic 350 in Nepal, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield** said, *"Nepal has always been special for us. In just two years, since the start of our CKD operations here, we've been overwhelmed by the exceptional response Royal Enfield motorcycles received from the market. We are proud to forge a deep connection & love with our Customers in Nepal. Today, 8 out of 10 enthusiasts in the middleweight motorcycle segment are trusting our brand by taking home one of Royal Enfield's motorcycles. With a portfolio that's as diverse as it is loved, we have been expanding our network faster to be closer to our customers and are delighted to lead this segment. The new Classic 350 with its timeless design, meticulous engineering, and a whole lot of soul, builds on that momentum beautifully. We are confident the new launch will open the world of pure motorcycling to an entirely new generation in Nepal."*

This launch marks a key milestone in Royal Enfield's broader strategy to cater to the growing demand for premium motorcycles in Nepal. The new Classic 350 not only introduces ABS for the first time in the market but also retains the legacy and design purity that the Classic nameplate has become renowned for globally.

With its unmistakable silhouette, vintage charm, and refined performance, the Classic 350 stands as a cultural icon — representing the most authentic expression of Royal Enfield's DNA. It has inspired generations of motorcycles within the brand and remains a symbol of elegance, craftsmanship, and individuality.

ROYAL ENFIELD

The Classic is more than just a motorcycle — it's a cultural icon. Deeply rooted in Royal Enfield's storied past, its origins trace back to motorcycling's golden era. The Classic 350 masterfully bridges the gap between heritage and modernity, blending timeless tradition with contemporary design and innovation. Representing the truest expression of Royal Enfield's DNA, the Classic stands as a symbol of elegance and authenticity. It has not only laid the groundwork for many of the brand's motorcycles but has also consistently embodied refined craftsmanship, vintage charm, and a distinct, enduring character. With its unmistakable design language, the Classic celebrates the essence of classic motorcycling in every detail.

The **Heritage Series**, available in Madras Red and Jodhpur Blue, draws inspiration from Royal Enfield's cultural roots, featuring metallic flake finishes and gold pinstriping for a rich, vintage look.

The **Heritage Premium** variant in Medallion Bronze blends warm dual-tone hues with a classic finish that reflects the enduring spirit of the Classic.

The **Signals Series** in Commando Sand honors Royal Enfield's long standing association with the armed forces, combining a camouflage aesthetic with subtle modern blue accents for a fresh, updated take.

In the **Dark Series**, Gun Grey (a blend of grey and black with copper highlights) and Stealth Black (a deep black-on-black scheme) both come equipped with Tripper navigation, adjustable levers, and LED indicators as standard.

The **Classic Chrome** in Emerald is a striking blend of vintage flair and premium finish, featuring rich green bodywork accented by gleaming chrome for a timeless head-turning presence.

Royal Enfield set up its exclusive CKD facility in Nepal in June 2023, in collaboration with the Triveni Group, with an aim to boost the company's business in the SAARC region and reinforce Royal Enfield's commitment to Nepal. Located in Birgunj, with an annual assembly capacity of 20,000 units, the assembly facility is one among the 6 CKD units located across the world - Brazil, Thailand, Colombia, Argentina and Bangladesh, in addition to its state-of-the-art manufacturing and ancillary facilities located in Tamil Nadu, India.

Price-list for the Classic 350 in Nepal:

<i>VARIANT</i>	<i>PRICE IN NPR (MRP)</i>
<i>Heritage (Madras Red, Jodhpur Blue)</i>	<i>555,000</i>
<i>Heritage Premium (Medallion Bronze)</i>	<i>566,000</i>
<i>Signals (Commando Sand)</i>	<i>566,000</i>
<i>Dark (Gun Grey, Stealth Black)</i>	<i>573,000</i>
<i>Chrome (Emerald)</i>	<i>579,900</i>

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 new Himalayan 450 adventure tourer, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and the Goan Classic 350. The company also recently introduced a city+ electric vehicle brand, Flying Flea. 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 2,000 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