



November 24, 2023

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 LAUNCHES THE MOST AWAITED ADVENTURE TOURER - THE ALL NEW HIMALAYAN

- *Inspired and shaped by the Himalayas and powered by the Sherpa 450, Royal Enfield's first liquid-cooled engine*
- *Has received outstanding response from consumers and motorcycling experts globally, since its showcase at EICMA, earlier this month*
- *Booking and retails in India begin today | Available in 3 distinct variants and 5 colourways, at a special introductory price of **INR 2,69,000** in India | Will be priced at **£5,750** in the UK and **€5900** across Europe (Spain, France, Germany and Italy)*
- *Special introductory price for Indian consumers till December 31, 2023*

Goa, November 24, 2023: The perfect balance between capability and usability, Royal Enfield today launched its adventure tourer that is built for all roads, and for no roads, the all-new Himalayan at the brand's biggest motorcycling festival, Motoverse 2023. Unveiled for the world at EICMA 2023 earlier this month, the all-new Himalayan is now available for bookings in retails in India starting today, and will be available across Europe starting March 2024. The motorcycle will be available at a starting price of **£5,750** in the UK and **€5900** across Europe. In India, the Himalayan will be available at a special introductory price of **INR 2,69,000** till December 31, 2023.

The all new Himalayan is launched with a robust lineup comprising 3 distinct variants - Base, Pass and Summit and a palette of 5 colors inspired by the elements of the Himalayas- Kaza Brown (base variant), Slate series comprising- Poppy Blue & Himalayan Salt (Pass- mid variant) and Hanle Black & Kamet White (Summit- top variant). The Asia-Pacific region and Americas will soon experience the Himalayan's adventure-ready prowess, solidifying Royal Enfield's commitment to global riders.

Speaking at the launch of the motorcycle, **Royal Enfield CEO, B Govindarajan** said, *"Embarking on the creation of the new Himalayan, we immersed ourselves in the riding experiences of our community, engaging with globetrotters, explorers, and athletes. Informed by these insights and our own journey in the Himalayas, we retained the crucial elements of its DNA and worked on the areas for evolution in the new and evolved Himalayan which is absolutely purpose-built for the Himalayas. The results are fantastic and we can see that with the immense love shown by consumers and experts from across the world. The new Himalayan represents an evolution, thoughtfully shaped by genuine rider needs, making it a true global motorcycle poised to set new standards in the adventure touring category worldwide. In line with our Pure Motorcycling philosophy, we are also delighted to announce the upcoming Himalayan Adventure calendar for our passionate community across the globe."*

The new Himalayan embraces the equilibrium between man, machine, and terrain, embodying a state of flow while exploring and harmonizing with the landscape. Capable yet unimposing, the motorcycle effortlessly adapts to various terrains, making it an ideal companion for both seasoned adventurers and riders new to the off-road experience. With more power and torque, it gives excellent low-rpm performance with Royal Enfield's first liquid-cooled engine, the new 452cc Sherpa engine. Improved power along with a new six-speed gearbox and a ride-by-wire feature, offers optimum delivery of power and torque for challenging terrains. Offering a further unparalleled adventure riding experience, the all new Himalayan comes with new TripperDash and over 30 exciting new Genuine Motorcycle Accessories on the all new Himalayan, with something for every kind of adventure.

ROYAL ENFIELD

Whether navigating twisty mountain roads or tackling challenging off-road trails, the new Himalayan is designed to excel, providing riders with the power to conquer peaks and the flexibility to navigate diverse landscapes. The all new Himalayan is set to bring in a significant paradigm shift in the adventure touring space and promises to elevate the aspirations of the growing motorcycle community across the world.

#BuiltBytheHimalayas #AllRoadsNoRoads #PureMotorcycling #RoyalEnfield

COUNTRY-WISE PRICE

India (*Introductory price valid till December 31, 2023)

Variant	Colourways	India
Base	Kaza Brown	INR 2,69,000* (ex-showroom Chennai)
Pass	Slate Himalayan Salt	INR 2,74,000* (ex-showroom, Chennai)
	Slate Himalayan Poppy Blue	INR 2,74,000* (ex-showroom, Chennai)
Summit	Kamet White	INR 2,79,000* (ex-showroom Chennai)
	Hanle Black	INR 2,84,000* (ex-showroom, Chennai)

EU & UK

Variant	Colourways	UK	Italy	France	Spain	Germany
Base	Kaza Brown	£5,750	€5,900.00	€5,900.00	€5,900.00	€5,900.00
Pass	Slate Himalayan Salt	£5,850	€6,000.00	€6,000.00	€6,000.00	€6,000.00
	Slate Himalayan Poppy Blue	£5,850	€6,000.00	€6,000.00	€6,000.00	€6,000.00
Summit	Hanle Black	£6,050	€6,200.00	€6,200.00	€6,200.00	€6,200.00
	Kamet White (Tubeless)	£6,250	€6,450.00	€6,450.00	€6,450.00	€6,450.00
	Hanle Black (Tubeless)	£6,300	€6,500.00	€6,500.00	€6,500.00	€6,500.00

HIMALAYAN ADVENTURE CALENDAR 2024- 2025

To encourage and further foster our passionate community of riders to explore more, Royal Enfield is pleased to announce the Himalayan Adventure calendar for 2024- 2025.

Sr No	Ride	Origin	From Date	To Date
1	Whiteout	Leh	January 26	February 4
2	Himalayan Adventure Manang	Kathmandu	April 13	April 21
3	Himalayan Adventure Tibet	Kathmandu	May 12	May 26
4	Moto Himalaya Mustang	Kathmandu	June 1	June 12
5	Himalayan Odyssey	New Delhi	June 28	July 14
6	The Wolf Trail Changthang	Leh	July 27	August 4
7	Moto Himalaya Ladakh	Leh	August 10	August 17

8	Moto Himalaya Zaskar	Leh	August 24	September 1
9	Himalayan Adventure Zaskar	Leh	7th September	15th September
10	Himalayan Adventure Everest BC	Kathmandu	29th September	9th October

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 Meteor 350 and Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the all-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