

For Immediate Release:

Royal Enfield announces new plant in Chennai

Chennai, July 12, 2011:

Royal Enfield has undertaken to expand its current production capacity owing to the growing demand for its motorcycles worldwide.

Being one of the first auto companies that entered Chennai in 1955, at Royal Enfield, we are pleased to announce that the new plant will also be in Chennai. Today, the Tamil Nadu Government has allotted us land at the SIPCOT Industrial Growth Centre, Oragadam for building the new Royal Enfield plant.

The proposed Royal Enfield plant, spread over 50 acres, is slated for completion by the first quarter of 2013. Once completed, the new plant will increase Royal Enfield's current capacity of 70,000 units per annum to 1,50,000 units per annum. The new plant will be equipped to produce the entire product range of Royal Enfield motorcycles.

For Royal Enfield, expanding in Chennai comes with several advantages. Proximity to our existing plant in Tiruvotriyur will bring synergies for the supply chain as well as our existing human capital. Further, Chennai's growing importance in the global automotive industry combined with the effective auto-eco system at Oragadam will augment our growth curve.

About Royal Enfield:

Royal Enfield has been a pioneer of powerful four stroke technology in India since 1955. It is one of the oldest motorcycle companies in the world and is a division of Eicher Motors Limited. With its manufacturing base in Chennai, India, the company offers a variety of models catering to the needs of the traditional segments, the enthusiasts, the leisure bikers and the urban youth. Royal Enfield brand stores allow for pre-purchase product experience and intimacy thereby offering a unique motorcycling experience to all customers by bringing to life integrated brand values.

Royal Enfield's domestic line-up includes the Bullet 350 UCE, Bullet Electra UCE, Classic 350, Classic 500 and the Thunderbird Twinspark. Internationally its motorcycles are exported to over 30 countries across the world including the USA, Japan, UK, several European countries and the Middle East.

Royal Enfield also organizes and supports many enthusiast activities, events and rides across the country, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over the country and the Himalayan Odyssey, the largest motorcycle ride over some of the toughest roads and highest mountain passes in the region of Himachal and Ladakh.

www.royalenfield.com

About Eicher Motors Limited:

Eicher Motors Limited, incorporated in 1982, is the flagship company of the Eicher Group in India and a leading player in the Indian automobile industry. Its 50-50 joint venture with the Volvo group, VE Commercial Vehicles Limited, is involved in business activities ranging from design, manufacturing and marketing of reliable, fuel-efficient commercial vehicles of high quality and modern technology to manufacturing engineering components and providing engineering design solutions. Eicher Motor's two-wheeler division manufactures and markets Royal Enfield motorcycles.

<http://www.eicherworld.com>

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