

April 1, 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,

Please find attached copy of the press release being issued today regarding the motorcycle sales volume of Eicher Motors Limited for the month of March 2025 and FY 2024-25.

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 CLOCKS ITS HIGHEST-EVER 1 MILLION ANNUAL SALES MILESTONE IN A RECORD-BREAKING YEAR

- Royal Enfield records total sales of **10,09,900** motorcycles for the financial year ending March 31, 2025, up 11%.
- The record-breaking year also saw Hunter 350 crossing 500,000 sales milestone, while sales of the Super Meteor 650 surpassed 50,000 units
- Royal Enfield topped the 2025 J.D. Power India two-wheeler initial quality study, with owners rating RE products as most reliable in their category

New Delhi: April 01, 2025: Royal Enfield surpassed a historic 1 million annual sales milestone for the financial year ending March 31, 2025, the highest-ever in its history. The record breaking performance was fuelled by sustained demand for its capable and diverse products in both domestic and international markets. The company posted sales of **10,09,900 units** in the past financial year, up **11%** from FY 2023-24. March 2025 sales rose **34%** to **1,01,021** units.

Domestic sales in the past financial year grew to **9,02,757** units from **8,34,795** units in FY24 while exports rose **37%** to **1,07,143** units.

Speaking about the performance for the month of March 2025, **B Govindarajan, Managing Director, Eicher Motors, and Chief Executive Officer, Royal Enfield** said: *"This year has been nothing short of extraordinary for Royal Enfield. Crossing the 1 million annual sales milestone, our highest ever, is a testament to how far we've come. From a time when 50,000 motorcycles a year felt like a big win to now setting new global benchmarks in the mid-size segment, our journey has been incredible. The overwhelming response to the Bullet Battalion Black and the new Classic 350, along with our ability to quickly adapt to rider feedback with new variants, made this our best year yet.*

On the global front, we're expanding like never before. The launch of our Thailand Assembly Plant and entry into Bangladesh mark important steps in strengthening our international presence. Our new launches this year, including four game-changing motorcycles and our first step into electric mobility with the Flying Flea, have pushed the boundaries of what's possible. Adding to this momentum, Royal Enfield was ranked highest in initial quality in the J.D. Power 2025 India Two-Wheeler Initial Quality Study, reaffirming our commitment to world-class craftsmanship. And as we enter our 125th year, this is just the beginning. The road ahead is filled with new opportunities, and we're more excited than ever to keep shaping the future of motorcycling."

MOTORCYCLES SALES	March			YTD		
	2025	2024	Growth	2024-25	2023-24	Growth
Domestic	88,050	66,044	33%	9,02,757	8,34,795	8%
Exports	12,971	9,507	36%	1,07,143	77,937	37%
Total	1,01,021	75,551	34%	10,09,900	9,12,732	11%

Key Highlights from the Year

Royal Enfield Unveiled 'Flying Flea', its Electric Motorcycle Brand

Royal Enfield introduced its dedicated EV brand, Flying Flea, at EICMA 2024 and in India, redefining City+ mobility. Inspired by the iconic 1940s Flying Flea, the lineup blends classic design with cutting-edge EV technology. Set to launch by 2026, it includes the retro-futuristic FF-C6 and the scrambler-styled FF-S6, bringing Royal Enfield's legacy into the electric era.

Royal Enfield Launched the Guerrilla 450

Royal Enfield introduced the Guerrilla 450, a premium modern roadster powered by the new and advanced 452cc Sherpa engine. Engineered for spirited performance, it comes in three variants, Analogue, Dash and Flash, across five vibrant colourways.

Royal Enfield Introduced the Bear 650

Royal Enfield introduced the Bear 650, a scrambler with a '60s soul, inspired by Eddie Mulder's legendary 1960 Big Bear Run victory. Based on the Interceptor 650, it features authentic scrambler styling and is powered by Royal Enfield's renowned 650cc parallel twin, delivering a raw, uncompromising ride.

Royal Enfield Launched Classic 650

Royal Enfield launched the Classic 650 in India at ₹3.37 lakh (ex-showroom, Chennai). Available in Classic, Hotrod and Chrome variants, it comes in four colors—Vallam Red, Bruntingthorpe Blue, Teal and Black Chrome. Staying true to the Classic series legacy, it blends timeless design with modern engineering.

Royal Enfield Launched the Goan Classic 350

Royal Enfield unveiled the Goan Classic 350, a bobber-inspired tribute to the free-spirited moto-culture of the '70s. Powered by a 349cc air-oil cooled engine, it blends Classic charm with bold bobber styling. Launched in Goa at Motoverse, it is available in four vibrant single and dual-toned colourways priced at INR 2,35,000/- and INR 2,38,000/- respectively.

Royal Enfield Launched the 2024 Classic 350

Royal Enfield launched the 2024 Classic 350, staying true to its mission of accessible elegance, with seven striking colorways across five variants—Heritage, Heritage Premium, Signals, Dark, and Chrome. The launch also introduced the Factory Custom Programme, a first-of-its-kind personalization studio, allowing riders to bring their design vision to life.

Royal Enfield inaugurated New Assembly Plant in Thailand

Royal Enfield inaugurated its first fully owned CKD assembly plant outside India in Samut Prakan, Bangkok. Spanning 57,000 sq. ft. with a 30,000-unit annual capacity, it strengthened the brand's commitment to Thailand and APAC. This marked Royal Enfield's sixth CKD unit globally, joining plants in Argentina, Colombia, Brazil, Bangladesh and Nepal.

Royal Enfield Set Up New Manufacturing Unit in Bangladesh

Royal Enfield commenced operations of its Manufacturing Unit (Category 2) and flagship showroom in Bangladesh, focusing on local production and assembly of the Hunter 350, Meteor 350, Classic 350, and Bullet 350. The brand also announced plans to set up a new CKD unit in Brazil by January 2025, expanding its presence in the automotive market.

Royal Enfield Launched Scram 440

Royal Enfield introduced the Scram 440, an ADV crossover built for city commutes and off-road rides. Powered by a 443cc engine with a six-speed gearbox, it features alloy wheels with tubeless tires, LED headlights and switchable ABS combining durability with modern convenience.

Royal Enfield Concluded Motoverse 2024

Royal Enfield wrapped up Motoverse 2024 with 10,000 attendees, unveiling the Goan Classic 350, Scram 440, FT450 flat-track racer and the Slide School Cup's India debut. The event featured motorsport action, MotoReel talks, live performances and exclusive brews, celebrating camaraderie and adventure.

Royal Enfield Opened First Green Pit Stop in Ladakh

Royal Enfield unveiled Camp Kharu, its first Green Pit Stop on the Leh-Manali highway, promoting sustainable travel and local empowerment. Run by six trained local women, the eco-friendly camp features a café with Ladakhi cuisine, exhibition spaces and public facilities, all built with sustainable rammed earth architecture.

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, Scram 440, 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