

September 19, 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



YOUR DREAM MACHINE IS NOW JUST A CLICK AWAY: BUY A ROYAL ENFIELD MOTORCYCLE ON FLIPKART

- *Royal Enfield 350cc motorcycle range will be available on Flipkart from **September 22, 2025***
- *Customers in key cities such as **Bengaluru, Gurugram, Kolkata, Lucknow, and Mumbai** can purchase their favourite Royal Enfield with flexible payment options*

New Delhi, September 19, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, today announced its partnership with Flipkart - India's homegrown e-commerce marketplace. The partnership offers customers with flexible payment options that will make their purchase of a Royal Enfield motorcycle more convenient and accessible.

For the first time, Royal Enfield's entire 350cc portfolio will be available on an e-commerce platform, bringing its purpose-built, iconic motorcycles much closer to customers with just a click. Royal Enfield's 350cc range - the **Bullet 350, Classic 350, Hunter 350, Goan Classic 350** and the **new Meteor 350** will be available on Flipkart, starting September 22, 2025, in five cities - Bengaluru, Gurugram, Kolkata, Lucknow and Mumbai. The customer journey for delivery and after-sales support will be fulfilled by their preferred Royal Enfield authorised dealer in these cities.

Customers opting to purchase their favourite Royal Enfield 350cc motorcycle on Flipkart will also get full GST benefits, applicable from September 22, 2025.

Commenting on the partnership with Flipkart, **B. Govindarajan, Managing Director - Eicher Motors Ltd., & CEO - Royal Enfield**, said, *"At Royal Enfield, our mission has always been to make the pure motorcycling experience accessible to more riders. Partnering with Flipkart allows us to meet today's digital-first customers where they are requiring a simple, convenient way to explore and purchase their motorcycles online. Currently available in five cities, and more coming soon, we are providing flexibility & convenience in the purchase journey, while ensuring the final handover through our authorised dealer partners keeps the experience personal, seamless, and true to Royal Enfield. This is yet another step forward in making the joy of owning a Royal Enfield motorcycle more accessible to every enthusiast."*

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 Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently unveiled its new city+ motorcycle brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

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 65+ 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 seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

For further information, please contact: corpcomm@royalenfield.com