

ROYAL ENFIELD ANNOUNCES INR 20 CR TOWARDS INDIA'S FIGHT AGAINST COVID-19

- *This is in addition to the initial outlay of INR 50 crores committed last year by Eicher Group*
- *Clear and purposeful focus on semi-urban and rural areas that need healthcare and livelihood interventions*
- *Long term medical infrastructure reinforcement projects in partnership with local government bodies and the Indian Army*

New Delhi, 24 June 2021: As COVID-19 pandemic continues to severely affect millions of lives across India, Royal Enfield, the global leader in the mid-size motorcycle segment, has strengthened its commitment to aid the country's fight against the pandemic. Royal Enfield's initiatives focus on building long term medical infrastructure, aiding remote and rural communities, and enabling local administrations with immediate response measures. Given the magnitude of the second wave and its subsequent impact, Royal Enfield has identified strategic medium and long term programs that are inspired by UN's COVID-19 response framework- *Build Back Better*.

Royal Enfield has committed INR. 20 crores, in addition to INR. 50 crores committed last year by Eicher Group to support relief and rehabilitation efforts.

In addition to working with state governments and NGOs across Delhi NCR and Tamil Nadu, the earmarked amount is being distributed under the following key areas and initiatives:

Building sustainable medical support: In line with its vision to build long term and sustainable solutions, Royal Enfield, in association with Ekam Foundation has commissioned an Oxygen Manifold Plant at Jai Prakash Narayan Apex Trauma Centre (JPNATC), All India Institute of Medical Sciences (AIIMS), New Delhi. Royal Enfield is also enabling access to oxygen generators for 6 government hospitals in Tamil Nadu. It is also procuring and supplying critical care equipment to 6 government and 2 charitable hospitals and 30 Public Healthcare Centers in Tamil Nadu.

Supporting livelihoods and aid for remote regions: Royal Enfield has committed to supporting the communities in rural and remote areas where medical infrastructure and aid are in severe short supply. Several of these geographies have hosted Royal Enfield riders over the years with their rich natural heritage and indigineous cultures. It is working with district administrations in Leh, Ladakh, Kullu and Keylong in Himachal Pradesh to procure and supply oxygen concentrators and oxygen cylinders in several government and charitable hospitals.

Royal Enfield is supporting GOONJ in its RAHAT- COVID initiative that is a long-term program towards rebuilding communities in remote areas. As part of this comprehensive relief program, Royal Enfield will be facilitating outreach to several parts of Uttar Pradesh, Madhya Pradesh and Jammu & Kashmir, in some cases even with the support of the Indian Army. Given its legacy with the Armed Forces, Royal Enfield is also honoured to be able to support the Indian Army with 100 Oxygen concentrators, COVID-19 kits and other key medical consumables in their relief work.

With its focus on building sustainable communities that are better equipped to deal with the pandemic, Royal Enfield has initiated several livelihood initiatives for families that lost means of livelihood during the initial wave of the pandemic. Towards this, it has partnered with CARE India to empower and train over 500 women on collectivisation and entrepreneurship in Vallam Vadagal, Tamil Nadu.

Royal Enfield has helped over 39,000 families pan India with access to essential commodities since last year.

Immediate relief: Royal Enfield has made a contribution of INR 2 crores to the Tamil Nadu Chief Minister's Public Relief Fund. This amount is being strategically deployed by the state government to enable access to medical aid and consumables as well as for livelihood support programs for millions impacted by the pandemic in Tamil Nadu. It also supported the Delhi Government with INR 1 crore towards procurement of oxygen cylinders when the pandemic was raging in NCR. Additionally, Royal Enfield has been working with the governments of Delhi and Haryana to support government and charitable hospitals with oxygen cylinders, oxygen concentrators and medical consumables. It has set up a 25 bed, COVID care facility at Dr. Shroff Charity Eye Hospital in New Delhi. It is also creating an Oxygen concentrator bank in partnership with the Clothes Box foundation.

Royal Enfield has also announced a host of initiatives with a focus on employee care, safety and well-being. Apart from a dedicated COVID-19 insurance policy, vaccination sponsorship and onsite vaccination camps, Royal Enfield has also launched V-care, a 24X7 platform for virtual medical teleconsultation and psychological counselling for its employees. This is complemented by a central COVID-19 Command Centre equipped with an emergency response team for on-ground support across multiple locations. A 70-bed COVID-19 care facility and isolation centre has been set-up at Perungudi (Chennai) for employees testing positive and needing medical assistance (mild and moderate cases). Royal Enfield has also introduced a series of financial assistance measures in the unfortunate event of an employee losing their life to COVID-19. These include an insurance cover of three times the employee's salary under Group Term Life Insurance, disbursement of the current salary of the employee for a period of 2 years to their immediate family, financial support for educational assistance of the concerned employee's children and an opportunity for them to avail vocational training at Royal Enfield amongst other programs.

Royal Enfield continues to assess the impact of its initiatives and will take further steps to contribute towards employee wellbeing as well community recovery and rehabilitation efforts in the medium and long term.

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 all-new Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the Himalayan adventure tourer, and the iconic Bullet 350 and Classic 350 singles. Riders and a passionate community are fostered with a rich profusion of events at a local, regional, and international level. Most notable are 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 1,025 large format dealerships and 1,031 studio stores in all major cities and towns in India and exports to over 60 countries around the globe. The company's two state-of-the-art production facilities are located at Oragadam and Vallam Vadagal, near Chennai. Royal Enfield recently invested in two world-class technical centres, in Bruntingthorpe, UK, and Chennai, India, and in 2020 opened its first assembly unit outside India, in Buenos Aires, Argentina. With more than 28% CAGR in India and 32% in International markets for the last 10 years, Royal Enfield is the leader in the global mid-size motorcycle market.

About Eicher Motors Limited:

Eicher Motors Limited (EML) (Bloomberg: EIM IN Reuters: EICH.NS) is the listed parent of Royal Enfield, global leader in the middleweight motorcycles segment (250cc - 750cc). The world's oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focussed on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield operates in India and over 60+ countries around the world. With modern development facilities in Leicestershire, UK, and Chennai, India, Royal Enfield makes its motorcycles in Tamil Nadu for the world. In addition to motorcycles, EML has a joint venture with Sweden's AB Volvo - VE Commercial Vehicles Limited (VECV) - which is driving modernization in India's commercial vehicle space, and in other developing countries. VECV includes the complete range of Eicher branded trucks and buses, Volvo trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines, and Eicher component business. Its integrated manufacturing plant in Pithampur, Madhya Pradesh is also the global hub for medium-duty 5 and 8-liter engines for Volvo Group. In 2020, VECV signed definitive agreements to integrate Volvo Buses India into VECV including manufacture, assembly, distribution, and sale of Volvo Buses in India.

For FY '21, Eicher Motors Ltd recorded a total income of INR 8,720 crores which is approximately USD 1.1 billion. In addition, VECV reported a total revenue of INR 3,602 crores in FY '21 ; this revenue is not consolidated in EML's income. EML is listed on the Bombay and National Stock Exchanges. As of April 1st, 2016, Eicher Motors Limited became a part of the Nifty 50 Index. Please visit our website: www.eichermotors.com.

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