



ROYAL ENFIELD ANNOUNCES FULL GST BENEFIT TO CUSTOMERS; ENTIRE 350CC RANGE MADE MORE ACCESSIBLE

- Reduction upto Rs. 22,000 on the entire 350 cc range

India, September 09, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, today announced that the brand will pass the full benefit of GST rate reduction to its customers across its motorcycle business, service, apparel and accessories range, following the recent reforms introduced by the GST Council. With this move, Royal Enfield's iconic 350cc range, will become more accessible for motorcycling enthusiasts across the country. For more than 350cc range, the prices will change as per the new GST rates. The motorcycles with new pricing will be available to customers starting September 22, 2025.

An icon of authentic motorcycling, Royal Enfield is known for manufacturing aspirational and best in class motorcycles. The 350cc segment has been the backbone for the mid-size motorcycle segment and this price reduction further strengthens Royal Enfield's commitment to making the dream of owning a Royal Enfield a reality for millions of enthusiasts.

Speaking on the development, **B Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield** said: *"The Government of India's latest GST reform will not only make motorcycles under 350cc more accessible but will also excite the first-time buyers. Royal Enfield is delighted to announce that we are passing the full GST benefit of the price revision directly to our consumers, opening the world of Royal Enfield to an even larger community of riders. The 350cc segment, powered by our advanced platform, continues to deliver the perfect balance of heritage, performance and reliability and with the reduced prices, is now even more appealing for riding enthusiasts. Our endeavor has always been to offer a pure motorcycling experience to riders, and this move enables us to make significant progress on that journey and we are hopeful that this will help further fuel the thriving two-wheeler industry in India."*

Over the years, Royal Enfield has not only created motorcycles but also built a culture that celebrates exploration, individuality, and timeless design. This step will only ensure that the Royal Enfield journey continues to inspire and welcome a new generation of motorcyclists who seek authenticity, adventure, and the joy of riding.

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 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.

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