



November 07, 2023

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 – Media Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find attached copy of two media release being issued today by the Company.

You are requested to take the same on your records.

Thanking you,
For **Eicher Motors Limited**

Atul Sharma
Company Secretary

Encl.: As above

THE ALL NEW ROYAL ENFIELD HIMALAYAN. BUILT BY THE HIMALAYAS.

- **The perfect equilibrium:** The all-new Himalayan strikes the perfect balance between capability and usability. It is an adventure tourer that has everything you need, and nothing you don't.
- **Meticulously designed for the unknown:** Inspired and shaped by the ever-evolving and often unpredictable Himalayan ecosystem, this motorcycle effortlessly adapts to the terrain, to the elements and to the rider. It is truly built for all roads, and for no roads.
- **Many motorcycles rolled into one:** Engineered for adventure and equipped for anything that comes its way, the Himalayan combines capability, simplicity and versatility - making it the only motorcycle you will ever need.
- **An evolutionary leap** ahead of its mould-breaking original avatar, the new Himalayan is powered by the Sherpa 450, Royal Enfield's first liquid-cooled engine. It comes adventure ready with upside-down front forks, and new features like Ride-by-Wire, and TripperDash full map navigation TFT display

Unveiled today at the EICMA Motor Show | Soon to be launched in India, followed by Europe, Asia Pacific region, and the Americas

Milan, November 7, 2023: Royal Enfield, global leader in the mid-weight motorcycle segment (250cc - 750cc), today unveiled the all-new Himalayan at the EICMA Motor Show 2023, here at Milan, Italy. Based on Royal Enfield's latest, lightest, and most technologically advanced vehicle integrated powertrain, the new Himalayan will be powered by the new Sherpa 450 liquid-cooled engine, and will have a host of new integrated tech-features that enhance and improve the adventure touring experience on the new motorcycle. Showcased today for global audiences, the new Royal Enfield Himalayan will be launched in India before the end of this year, and will subsequently be available across other regions.

Royal Enfield has a long association with the Himalayas, which has been the brand's spiritual home and creative inspiration. The original Himalayan was inspired by the 60-year old tradition of exploring the Himalayas on a motorcycle, and was born in the Himalayas. Purpose-built, confidence inspiring and a capable, go-anywhere motorcycle, the Himalayan has proven itself time and again as the ideal motorcycle for adventure riding in these incredible mountains. It has been the motorcycle of choice for thousands of explorers across the world who have ridden it to traverse a multitude of locations and terrains, thereby creating a niche subcategory of adventure touring that is real, sensorial, and accessible. The new Himalayan evolves from this, builds on this proposition, and takes it several notches higher.



Speaking about the brand's connection with the mountains, and the inspiration for the all-new Himalayan, Siddhartha Lal, Managing Director, Eicher Motors Ltd., said "At Royal Enfield, we have a deep connection with the Himalayas for over 60 years, and that led us to make the first Himalayan in 2016. We had great feedback for a purpose-built adventure tourer, and that gave us a lot of courage to go in for an absolutely new Himalayan. This motorcycle is ground-up with the all-new Sherpa 450, water-cooled engine, a 6-speed gearbox, and is absolutely purpose-made for the Himalayas. It has a single purpose; to do superbly well in unpredictable terrain and weather conditions that the Himalayas throw at it. We've designed this motorcycle to be the absolute best in the world to do that job. We've developed the chassis and the ergonomics to make it great for adventure touring. It is 'the one' motorcycle that you will

need for any purpose, anywhere in the world; because if it can traverse the Himalayas, it can traverse anything in the world”

Click on [this link](#) to hear Siddhartha Lal's video message.

The Himalayas are an ever-changing, ever shifting landscape and exploring in this region requires you to embrace change of plan at every step; from varying weather and unpredictable terrain to rivers that can be a trickle in the morning and mudguard-deep that same evening. The all-new Himalayan is designed to adapt to all such conditions; from its water-busting high air intake to its tough frame and luggage bars ready to take a beating when things don't go as planned. The improvements over the original model have been driven by time spent in the saddle, from epic trips exploring the wildest mountains to riding in everyday situations. What's more, the motorcycle has been tested and developed by explorers, globetrotters, experts and riders of all abilities across a huge range of conditions, both in adventure trips around wild landscapes and in controlled testing centres in the UK, Spain and in India. This testing program has resulted in a truly versatile motorcycle that is ready for anything and puts a smile on the face of every rider, whatever their ability level.



Speaking about the insights that went behind the conception of the new Himalayan and the development process of the motorcycle, CEO, B Govindarajan said, “Before we started working on the new Himalayan, we rode with our consumers, and spoke to globetrotters, explorers, and athletes. With the help of these insights and our own experience, we decided critical DNA we needed to retain and a few we had to evolve on the new Himalayan. The all new Himalayan 450 is mated with the Sherpa 450, liquid-cooled engine, a first of its kind from Royal Enfield. It is also the first time we have ride-by-wire feature on our motorcycle that offers optimum delivery of power and torque for challenging terrains. Also, for the first time in collaboration with Google Maps, we have Tripper-Dash with full map navigation. We have extensively tested this motorcycle for more than 5500 kms, from 22 feet at Chennai to 19,024 feet

at Umling La. The new Himalayan is therefore a combination of expert insights, new technology, and true Royal Enfield DNA”

Click on [this link](#) to hear B Govindarajan's video message.

The mountain G.O.A.T.

Nyoma, Ladakh. 4180m above sea level. Go there, grab a cup of chai from one of the cafes and watch the traffic passing. That should tell you all you need to know about the Royal Enfield Himalayan. A motorcycle born in the mountains, in less than a decade since its inception, that is synonymous with exploring this legendary region. The new Himalayan is an extension of that - it is shaped and built by the Himalayas, taking everything that was great about the original and adding more capability when the terrain demands it. Everything you need, and nothing you don't; that was the overriding brief to the team. So, there are no features included that do not have a purpose. The new Himalayan is about simplicity, efficiency, just like the original.

Equilibrium between man, machine and terrain.

Just like the original, the all new Himalayan is not about dominating the landscape and smashing through the terrain with aggressive tyres and a glut of horsepower. It is built to harness the power of the Himalayas and

state of flow; to explore, be in harmony with the landscape and enjoy it while being capable of getting to the most remote areas. The new effortlessly adapts to the terrain, to the rider and to the elements.

Built for all roads. Built for no roads.

Capable but not intimidating; is the ethos of the Himalayan. From the improvements to power, performance and handling, the all new Himalayan is an easy, forgiving motorcycle to ride. Superb balance at low speed, combined with the new light-action clutch and smooth throttle response from the ride by wire system make easy work of tight trails and tight traffic alike. The adjustable rider seat lets you tune the fit of the motorcycle and the clear, easy-to-use TripperDash gives you all the information you need when you're riding.

On a twisty mountain road the new chassis offers improved cornering performance to match the extra power of the engine. Off road, the extra ground clearance, improved suspension travel and wide spread of torque from the engine make every trail easier. The new, more powerful Sherpa 450 motor gives useful improvement to highway riding as well as maintaining better performance at high altitude. The new motorcycle has more ground clearance to avoid getting beached off-road and a clear, simple navigation system to remove the need for a separate GPS unit on the handlebars.

Power to the Peaks with the Sherpa 450.

The new Himalayan has more power and torque and gives excellent low-rpm performance and stays true to the Royal Enfield character. With maximum power of 40.02PS at 8000rpm, and a maximum torque of 40Nm at 5500rpm the new 452cc Sherpa engine makes 90% of its torque from 3,000rpm upwards giving a tractable power delivery without needing to be revved to the moon to go anywhere. This characteristic is most helpful when climbing slippery slopes, allowing the Himalayan to find traction where others will spin. The performance combined with the torque delivery also allows comfortable two-up riding along with luggage. The new engine features a semi-dry sump design to maximise ground clearance and allow compact packaging. As Royal Enfield's first liquid-cooled engine, it uses an integrated water pump and twin-pass radiator setup for optimum cooling, crucial when riding technical terrain at high altitude, something this motorcycle is fully intended for. A new six-speed gearbox means greater flexibility of ratios and better highway cruising. This drives through a new, cable actuated slip and assist clutch giving a lighter clutch action and longer clutch life.

Fits like an adventure glove.

The new Himalayan has higher ground clearance and long travel suspension which let you tackle more technical terrain without catching the chassis on the floor. An all-new steel twin-spar frame has been designed to give these benefits in an off-road situation, without making the Himalayan too tall or intimidating. The new frame is stiffer and stronger improving cornering performance and stability. The chassis includes a new Showa, cartridge-type inverted fork, designed to work across a wide range of conditions from smooth roads to rocky river beds. Quality suspension is not just about performance; a well-controlled fork makes it easier on the rider when tackling loose, unpredictable terrain, letting them concentrate on where they want to go, rather than reacting to every bump. The Himalayan retains the proven 21" front / 17" rear wheel combination, with newly developed aluminium alloy rims and bespoke tyres for superior grip, confidence inspiring handling and stability in both on and off road conditions. Additionally, the wider 140/80 rear tyre offers better traction and more confidence on tarmac or off-road conditions.

Ergonomics designed for explorers.

With the new chassis and compact engine came the opportunity to improve rider ergonomics, particularly when riding in a standing position. The new motorcycle is narrower between the legs, allowing better control standing up and making it easier to get feet firmly on the floor when sitting. The rear section of the new 17-litre fuel tank has been slimmed down to give a more comfortable knee-recess when riding. The split type rider and pillion seat allows the rider seat to be adjusted up by 20mm. In addition to the standard seat, there is a low-seat available as an option. Between the standard and the optional low seat, the rider gets a wide range between 805mm, all the way to 845mm seat height. This, combined with the narrower frame and tank equates to better ground access. Both the rider and the pillion seats, as well as the seating triangle have been designed to offer maximum comfort for long hours on the saddle, on or off the road.

Introducing the TripperDash - your adventure ally.

Taking from the brief of 'everything you need, and nothing you don't', the technology that made the cut on the new Himalayan is all there for one purpose - to improve the experience for the rider. First and most prominent is the new TripperDash. The classic round shape has a number of innovative features for the rider, with options to switch from a traditional analogue style to a digital layout. The new TripperDash offers the world's first full map navigation on a round display built with Google Maps engine with audio guidance in more than 130 languages. The joystick controller on the left-hand switch allows you to control the cluster as well as music, calls and messages as part of the mobile connectivity. Riders can choose between Performance and Eco ride modes, altering the throttle response through the new ride-by-wire setup. Rear ABS can be disabled for a more engaging off-road ride experience.

The A to Z of ADV Accessories.

With over 30 exciting new Genuine Motorcycle Accessories to choose from on the all new Himalayan, there is something for everyone. These products can be configured in a way to create two very distinctive, aspirational themes - Adventure and Rally. The Adventure accessories focus on the long-distance capabilities of this motorcycle, with bespoke Box Aluminium Luggage, Taller Adventure Screen, Adventure Seats and LED Fog Lights. The Rally accessories really accentuate the New Himalayan's off-road capability when the Rally Rear Mudguard is paired with the slimmer one-piece Rally Seat to give the motorcycle a more aggressive look and stance. This set-up will also accommodate the Rackless Soft Bags and Tail pack, while the Rally Handguards, Sump Guard and Headlight Guard provide the ultimate in protection for more extreme terrain.

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 Meteor 350 cruiser, Interceptor 650 and Continental GT 650 twins, the all-new 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 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 2100 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 three modern CKD assembly facilities in Thailand, Argentina and Colombia. With more than 37% CAGR for the last 5 years and sales in international markets up 108% in 2021-22, Royal Enfield is the leader in the global mid-size motorcycle market.

For further information, please contact:

The Royal Enfield team at corpcomm@royalenfield.com

THE FUTURE OF HIMALAYAN EXPLORATION ROYAL ENFIELD PRESENTS THE ELECTRIC HIMALAYAN TESTBED AT EICMA

Milan, November 7, 2023: Embarking onto a new chapter in its 122-year journey of evolution, Royal Enfield unveiled its first ever electric vehicle design concept today at the EICMA Motor Show 2023, here in Milan, Italy. Inspired by its pursuit of pure motorcycling, and by the design of the original Himalayan, the Royal Enfield Electric Himalayan Testbed is a new expression of sustainable exploration for the future and an imaginative rendition of what a Royal Enfield electric adventure tourer could look like.

The Himalayas have been Royal Enfield's spiritual home and an inspiration for its motorcycles for decades. In 2016, the Royal Enfield Himalayan was born of this inspiration, as a simple and very capable yet accessible adventure tourer. Over the last seven years, the Himalayan created not just a category, but has started a global movement of adventure touring. Inspired by this, and driven by the motivation to sustain this journey of adventure and exploration in the Himalayas for future generations, Royal Enfield has designed and unveiled this Electric Himalayan Testbed alongside the All-New Himalayan at the EICMA Motor Show.

Speaking about the purpose behind this project, B Govindarajan, CEO of Royal Enfield said, *"At Royal Enfield, our Electric Mobility team is powered by the objective of preserving the quintessential Royal Enfield DNA, and extending that into our creative ideas and designs for electric motorcycles as well. This Electric Himalayan concept motorcycle is an outcome of this pursuit, as purpose and innovation meet distinct Royal Enfield design and character. This motorcycle is only just a part of a much bigger sustainable ecosystem of exploration and adventure that we are working on in the Himalayas. From green charging pit-stops, to our responsible travel initiative, from creating self-sustaining communities to collaboration with UNESCO to preserve the intangible cultural heritage of the Himalayan region, there are a lot of initiatives we are passionately driving"*

The Himalayan exploration has always been on the bucket-list for motorcycling enthusiasts and adventure seekers alike. Over the years, the terrains of these mountains have evolved considerably, just as the motorcycles riding through these terrains, and the motivations of riders have evolved as well. The evolving purpose and definition of exploration, and an intention to retain and preserve these experiences for future generations, led to the idea of creating an Electric Himalayan motorcycle as a testbed for future ideas and innovations at Royal Enfield. A 'silent', yet potent medium to augment the connection between man, machine, terrain and community.

Speaking about the design and the inspiration behind this project, Mario Alvisi, Chief growth Officer - EV, Royal Enfield, said, *"When we started this project, we were keen to create something that would be a guiding light for long term sustainable travel in the Himalayas. More than building a motorcycle for regulations or directive, we saw this as an opportunity to create something unique and to inspire future generations. What began as a capability exercise for our teams, is now this electric adventure motorcycle we are very proud of; a new expression of our love for adventure and the mountains. The Electric Himalayan Testbed is much more than a design concept. For us, this is our vision and a glimpse of what to expect from us in the future. There is a much larger electric mobility blueprint that is being brought alive at Royal Enfield as we continue to work on multiple 'electrifying' expressions of pure motorcycling"*

The Royal Enfield Electric Himalayan Testbed has been a project that is constantly evolving and uses rapid prototyping and iterative design to stretch the limits of what is possible today. It is built with Royal Enfield design ethos and combines the simplicity and spartan character of the Himalayan with the advantages of an electric powertrain. The focus of the design team was to create a concept that encourages exploration by reducing stress on the rider as well as the environment. To achieve this the team had to re-think every touch point, including the overall package with an in-house designed battery box that serves as the main structural element, deploy generative design and incorporate new materials like Organic Flax Fibre composite bodywork.

The objective for the project was not to see how many batteries could be squeezed into a motorcycle; instead it was to augment the experience of exploration by allowing the rider to listen to the soundtrack of the Himalayas: the voices in the villages, the sound of wind through the desert lands. The Electric Himalayan Testbed, and future iterations of the motorcycle, have been ridden and tested in its natural habitat and spiritual home, the Himalayas. In addition, the team has done extensive wind tunnel testing to improve efficiency and ride experience.

The Electric Himalayan is not just a show piece, it is a laboratory. It is a passion project to create a program that will constantly evolve and be a guiding light to a new touring experience. It is as much about the destination, the ride and all the stops along the way and about being one with the terrain and flowing with it. It is about interacting with the local community, nature and giving back along the way. Improving the world with every kilometre ridden.

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