

April 04, 2026

**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, 5<sup>th</sup> 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

## HUNT IN NEW COLOURS

### ROYAL ENFIELD ADDS EDGY NEW COLOURWAYS & AN EXCITING NEW VARIANT TO THE 2026 HUNTER 350 LINEUP

- *The new Base Premium variant introduces alloy wheels, a refined rider interface, and updated features, along with single-channel ABS, making the Hunter's urban proposition more accessible without compromising on essentials.*
- *Mumbai Yellow and Moonshot White debut as new colourways in the Top variant, bringing a culture-led edge to the line-up.*
- *Bookings and pan-India retail for the new variant and colourways begin on April 4, 2026.*

**Lucknow, April 04, 2026:** Royal Enfield—the global leader in the mid-size motorcycle segment—today announced the expansion of its 2026 Hunter 350 portfolio. Following the Hunter 350's exceptional success on city streets since its 2022 launch, Royal Enfield has introduced a new **Base Premium variant in Tarmac Black**, alongside **fresh colourways, Mumbai Yellow and Moonshot White**.

All 3 motorcycles were unveiled at HunterHood—Royal Enfield's ultimate street culture platform, in the city of Lucknow.

With these updates, Royal Enfield welcomes more riders to the ever-expanding Hunter tribe, bringing the style and sensorial experience of Pure Motorcycling to a wider, aspiring rider base beyond urban markets. Built for the rhythm of the city and inspired by the world's coolest neighbourhoods, the lightweight, agile and stylish Hunter 350 has brought a new generation of riders into the Royal Enfield fold. Riders who don't just navigate the city but express themselves through it.

#### HUNTER 350 BASE PREMIUM (TARMAC BLACK)

The new Base Premium variant builds on the Hunter's entry point offering with a stronger visual and interface package, while staying true to its core DNA: **effortless riding, intuitive control and pure motorcycling in its most concentrated form**. It creates a more natural progression within the Hunter line-up by bringing in select features from the Mid and Top variants and significant upgrades on the existing entry variant, making the step-up more compelling while maintaining clear differentiation across the range.

#### Key updates include:

- Alloy wheels replace spoke rims for improved everyday usability.
- Updated round halogen headlamp, aligned with the Hunter's modern-retro character.
- Digi-analog instrument cluster paired with rotary switchgear for a more intuitive, tactile interface.
- Stitched seat and sporty grab rail, enhancing comfort and finish.
- Single-channel ABS and equipped with a slip & assist clutch.

#### NEW COLOURWAYS: MUMBAI YELLOW AND MOONSHOT WHITE

Deepening the Hunter's identity as a canvas for self-expression, Royal Enfield also introduced two new colourways in the **Top variant**.

# ROYAL ENFIELD

- **Mumbai Yellow** is bold, immediate and unmistakably urban. Drawing from the layered energy of the city—Bollywood, art and constant motion—it captures the spirit of the street in high-impact finish.
- **Moonshot White**, takes a more narrative-led approach. Inspired by Orion—the archetypal hunter, reimagined—the design explores themes of duality and self-expression through hand-rendered graphics and celestial references.

Commenting on the update, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield**, said: *“The Hunter 350 continues to resonate strongly with a new generation of riders who value simplicity, usability and a strong sense of identity in what they ride. With the introduction of the Base Premium variant, we are strengthening the Hunter’s proposition by offering meaningful upgrades that enhance the everyday riding experience while keeping the platform accessible to a wider set of riders. This allows the Hunter to continue expanding its footprint not just in urban centres, but increasingly across smaller towns and rural markets as well. Additionally, the new colourways — Mumbai Yellow and Moonshot White — further reinforce the Hunter’s role as a motorcycle that reflects the culture, individuality and self-expression of the riders who choose it. We are confident that the 2026 Hunter 350 will continue to strengthen its place as a defining motorcycle for a new generation of riders across India.”*

## AVAILABILITY

The Hunter 350 will continue to be available across authorised Royal Enfield dealerships and at [royalenfield.com](http://royalenfield.com). Test rides and retail for the new variant and colourways will commence starting April 4, 2026.

Variant	Colourways	Pricing (ex-showroom Chennai)
Base Premium	Tarmac Black	₹ 1,49,900
Top	Mumbai Yellow	₹ 1,69,804
	Moonshot White	₹ 1,69,804

The motorcycles unveiled at Royal Enfield’s super popular street culture platform HunterHood that took place in Lucknow, bringing with it a heady mix of music, art and unapologetic creative expression to a city long defined by its cultural cache and layered identity. After drawing tens of thousands of participants that transcend beyond just motorcycling, homegrown talent, and boundary-pushing artists across Chennai, Delhi, Mumbai and Shillong, the platform arrived in the city of Lucknow with a sharper edge and a louder pulse, turning the city into a living, breathing playground of movement, sound and street-born expression.

At the event, the mainstage sets from **KR\$NA** and **Panther** cut through a steady run of DJs, while across the venue, skateboarding, BMX, street football and dance crews kept the energy in motion. Graffiti and art installations unfolded in real time, with custom-built by **XLNC Customs** tying it all back to the machine at the heart of it.

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# ROYAL ENFIELD

## 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, Bullet 650 and the 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+ electric mobility 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 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's three state-of-the-art production facilities are located at Cheyyar, 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](mailto:corpcomm@royalenfield.com)

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