

Ref: L&S/EML-9

August 17, 2015

Online intimation

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001

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

Sub.: Clause 36-Copy of the Press Release

Dear Sir/Madam,

Pursuant to Clause 36 of the Listing Agreement, please find attached herewith copy of the Press Release which is being issued today.

You are requested to take the same on your records.

Thanking you,
for **Eicher Motors Limited**



Manhar Kapoor
General Counsel & Company Secretary

Encl.: As above

"Public Announcement"

PRESS RELEASE

For Immediate Release: August 17, 2015

Royal Enfield announces direct distribution subsidiary in North America

Royal Enfield, the fastest growing motorcycle brand in the world today announced its first operating direct distribution subsidiary outside India, in North America. The subsidiary will directly sell to dealers and even to customers as well as directly conduct all market development and support activities such as marketing, service, aftersales etc for the Royal Enfield brand in North America. This strategic announcement is in line with Royal Enfield's focussed international thrust of leading and expanding the global mid-sized motorcycle segment (250-750cc), with North America representing a priority market for the company.

Royal Enfield is the oldest motorcycle brand in continuous production, with roots dating back to 1901 in Redditch, England. A division of publicly traded Eicher Motors Limited (EICHERMOT), its current product line-up in North America includes the iconic Bullet 500cc, Classic 500cc and the Continental GT 535cc cafe racer ranging from \$4,995 to \$5,995. Royal Enfield has been exporting motorcycles to North America for 15 years through an independent distributor.

"Royal Enfield has been growing at over 50% year-on-year for the last five years. The combination of an efficient and scalable business model and brand love has given us our success in India. We have also grown the mid-size segment in India along with us. We see a clear opportunity to be able to do this globally as well. North America is a key international market for Royal Enfield, with a rich history of riding enthusiasts. Given the lack of attractive options in the mid-size segment, we are well poised to fill the gap and serve potential customers at a close, intimate level by localising our operations in North America", said Mr. Rudratej Singh, President, Royal Enfield.

Mr. Siddhartha Lal, CEO, Royal Enfield said, "Our motorcycles are inspired by the classic bikes throughout motorcycling history, in form and in simplicity; and they capture the feeling of freedom, fun and responsiveness that riders were trying to achieve then, and brings it into the modern context. Royal Enfields are possibly the most engaging mid-size motorcycles out there. We use traditional craftsmanship and modern technology as a means to achieve the perfect balance between the rider, the machine and the terrain."

The company's regional office in Milwaukee, Wisconsin and the leadership team will be led by Rod Copes, President, Royal Enfield North America, responsible for managing its operation in the market including marketing, communications, sales, warranty, service, dealership development and finance. All manufacturing will continue to remain in Chennai, Tamil Nadu, India where Royal Enfield has been manufacturing since 1955. Global headquarters will continue to reside in Gurgaon, Haryana, India.

"In a post performance era where American riders are looking for machines that are easy to own and maintain, Royal Enfield offers evocative and unintimidating modern classic motorcycles, with timeless appeal. Royal Enfield's first fully branded retail store in the United States will soon be launched in Milwaukee that will retail its entire product line-up of motorcycles and gear. Over the next 18 months we plan to launch several such stores in key metropolitan areas across the US. We are also focusing on

building a strong independent dealer network that will maximize our brand awareness and sales.” said Rod Copes, President Royal Enfield North America.

“While Royal Enfield continues to strengthen its presence in the market, our current distributors, Classic Motor Works (CMW), located in Fairbault, MN will be transitioning out of distributing Royal Enfield motorcycles by the end of 2015” added Rod.

In 2014, Royal Enfield sold more than 300,000 motorcycles globally. Parent company, Eicher Motors Ltd., recorded its highest ever total revenue of \$1.4 billion USD, with large contributions from the Royal Enfield business unit. In CY 2015 the company aims to produce 450,000 motorcycles to support its growth strategy globally.

About Royal Enfield:

The oldest motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic motorcycles. With its manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With 50% growth every year for the last 5 years, Royal Enfield is fast becoming a very important player in the global mid-sized motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

Royal Enfield’s global product line-up includes the Bullet and Classic with 500cc displacements; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 16 company-operated stores and more than 400 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, Japan, UK, several European and Latin American countries, as well as the Middle East and South Asia.

Royal Enfield also organizes and supports many motorcycling events and rides on a global scale.

Visit: www.royalenfield.com

About Eicher Motors Ltd.:

Eicher Motors Limited (EML) is the flagship company of the Eicher Group. As the manufacturer of India’s first agricultural tractor in 1959, EML emerged as a major catalyst for India’s green revolution. Today, the company is a prominent player in the Indian automotive space. Eicher Motors Ltd. owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-sized motorcycle segment globally. EML’s joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses, and is leading the path in driving modernization in commercial transportation in India and other developing markets. EML’s 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. will design and develop, manufacture and sell a full new range of personal utility vehicles. In 2014, Eicher Motors recorded its highest ever total income of INR 8738 crores (USD 1.4 billion) and is listed on the Bombay and National Stock Exchanges.

Visit: www.eicher.in

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Disclaimer:

All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although EML believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and EML undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.

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