

April 1, 2019

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

Dear Sir/ Madam

Ref: Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, please find attached copies of press releases being issued today.

Thanking you,
For Eicher Motors Limited



Manhar Kapoor
General Counsel & Company Secretary

Encl.: As above

For Immediate Release:

Vinod K Dasari joins Royal Enfield as the Chief Executive Officer

New Delhi April 1, 2019: In order to propel Royal Enfield as a global motorcycling brand, **Eicher Motors Ltd (EML)** today announced the appointment of **Vinod K. Dasari** as the Chief Executive Officer of Royal Enfield, a unit of EML. Vinod will also join the Board of Eicher Motors Ltd as an Executive Director with immediate effect.

Vinod Dasari takes over from Siddhartha Lal who will continue as the Managing Director of Eicher Motors Ltd. At Royal Enfield, Siddhartha will continue to support Vinod and the team on product and brand related areas.

Speaking on the appointment, **Mr. Siddhartha Lal, Managing Director, Eicher Motors Ltd.** said, “After a phenomenal success story in the last decade, Royal Enfield is now building the foundations of its next level of growth. As we commence another exciting chapter, I believe, there is no better person than Vinod Dasari to lead Royal Enfield into its next phase of evolution to a global brand. Vinod is a proven leader who combines business vision and people skills. He has been a catalyst in reviving the fortunes of his previous company and re-shaping the dynamics of a hitherto slow moving industry.”

“Vinod’s fearless entrepreneurial leadership, experience of managing complex businesses globally, deep understanding of customers and his vision of how digital technology will be used and experienced around the world are precisely the qualities that Royal Enfield needs as it aspires to lead and catalyse the global motorcycling industry towards middle weights (250-750cc)”, **Siddhartha added.**

Prior to joining Royal Enfield, Vinod Dasari was the CEO & Managing Director of Ashok Leyland, a position he held since 2011. He joined Ashok Leyland as the Chief Operating Officer in 2005. Vinod Dasari has held several leadership positions at Cummins India Limited and Timken Company where he went on to become the President of its Global Railroad business in the USA. He started his career with General Electric in 1986.

Speaking about his new role, **Mr Vinod Dasari, CEO, Royal Enfield** said, “Royal Enfield is an inspiring story and I am very excited to be part of such a fantastic brand. Personally for me, working with a consumer brand will be a tremendous learning opportunity, and professionally, I am looking forward to the challenge of creating a global consumer brand from India.”

Mr. Vinod Dasari has also served as the President of the Society of Indian Automobile Manufacturers (SIAM) from 2015 to 2017 and as President of Automotive Research Association of India (ARAI), from 2013 to 2015. He was conferred “CEO of the Year” by Business Today and most recently by Business Standard. He has also been honoured as the “CV Man of the Year” by the CV Magazine and has won the “Autocar Professional of the Year”.

Mr. Vinod Dasari holds a Masters degree in Engineering Management from the McCormick School of Engineering and a Masters in Business Administration (MBA), from the Kellogg School of Management. He earned a Bachelor’s degree in Engineering from University of Louisville in 1988.

About Royal Enfield

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 is the global leader in middleweight motorcycles. A division of Eicher Motors Ltd., Royal Enfield operates in India and over 40 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.

Royal Enfield's motorcycle line-up includes the brand new Interceptor 650 and Continental GT 650 twins, powered by a modern 648cc inline twin engine, as well as the iconic 350cc and 500cc single cylinder Bullet and Classic. The Himalayan, named for the mountains that Royal Enfield calls home, with 410cc long stroke engine, is built for all roads and no roads, while the Thunderbird and Thunderbird X are built to cruise all day.

Unlike any other, Royal Enfield motorcycles are timeless and built for purposeful longevity. Royal Enfield riders are core to the brand and Rider Mania - an annual gathering that brings Royal Enfield riders from all over the world to the lovely beaches of Goa - and the Himalayan Odyssey - which tests riders on some of the toughest roads and highest mountain passes in the Himalayas - are just some of the many events that bring our riders together.

For more information about Royal Enfield please visit: <https://www.royalenfield.com>

Be a part of one of the largest communities of motorcycling enthusiasts; like Royal Enfield on Facebook <https://www.facebook.com/RoyalEnfield>; Follow @RoyalEnfield on Twitter and Instagram

About Eicher Motors Ltd

Eicher Motors Limited (EML) (Bloomberg: **EIM IN** Reuters: **EICH.NS**) is the listed parent of Royal Enfield, the global leader in middleweight motorcycles. 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 40 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, Eicher has a joint venture with Sweden's AB Volvo - Volvo Eicher Commercial Vehicles Limited (VECV) - which is driving modernization in India's commercial vehicle space, and in other developing countries. VECV has a complete range of trucks and buses from 5-55 tonnes, and its integrated manufacturing plant in Pithampur, Madhya Pradesh is the global hub for medium duty five- and eight-litre engines for Volvo Group.

For the twelve months ended March 2018, Eicher Motors recorded its highest ever total income of INR 8,965 crores (net of excise duty) (approx USD 1.4 billion). Eicher Motors is listed on the BSE and National Stock Exchange, and has been part of the NSE's benchmark Nifty 50 Index since April 1, 2016.

Royal Enfield to invest INR 700 crore as capex for FY 2019-20

~ Plans to produce 950,000 motorcycles in FY 2019-20

~ Assembly operations in Thailand to commence in H1 FY 2019-20

For Immediate Release:

New Delhi April 1, 2019: Royal Enfield, a unit of Eicher Motors Ltd. (EML) and the global leader in mid-sized (250-750cc) motorcycles, today announced its planned capital expenditure of INR 700 crore for FY 2019-20. The planned capex will include completion of the construction work of the Technology Centre, Phase-2 of the Vallam Vadagal plant in Tamil Nadu and towards the development of new platforms and products. Also, for 2019-20, Royal Enfield plans a production of 950,000 motorcycles.

Speaking on the company's investment plans, **Siddhartha Lal, MD & CEO, Eicher Motors Ltd. said**, "This year Royal Enfield will focus on the upcoming transition to the BS-VI emission norms along with strengthening our product development capabilities and working towards new global platforms. The second phase of our Vallam Vadagal plant near Chennai, Tamil Nadu is progressing well and is expected to commence commercial production in the second half of this financial year. The construction of our Technology Centre in Chennai is also nearing its completion. With a wide distribution network in India, growing international presence and building state-of-the-art capabilities in product development, Royal Enfield is well on its way to grow the middleweight motorcycle segment globally in the coming years."

In FY 2018-19, Royal Enfield announced formation of its wholly-owned subsidiary in Thailand. To further strengthen its presence in the ASEAN region, Royal Enfield recently announced its upcoming assembly operations in Thailand, its first outside of India. The initial response to Royal Enfield in the ASEAN region, which is one of the largest two-wheeler markets, has been very encouraging. With the upcoming assembly operations expected to come onstream in H1 FY2019-20 and plans to further expand dealer presence in the region, Royal Enfield is well poised to fill the gap in the mid-sized segment in the region.

Earlier today, **Eicher Motors Limited (EML)** also announced the appointment of Mr. Vinod K Dasari as the Chief Executive Officer of Royal Enfield and his appointment to the Board of EML as an Executive Director. In addition to Mr Vinod Dasari, Eicher Motors Ltd has also appointed Mr Vinod Aggarwal, Managing Director & CEO, VE Commercial Vehicles Ltd as a Non Executive Director to the EML Board. Both these appointments are effective immediately.

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