

August 18, 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, 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 – 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

PRESS RELEASE

A TRIBUTE TO A TIME-HONOURED TRADITION OF VALOUR: THE ROYAL ENFIELD CLASSIC 350 GORKHA EDITION

- Inspired by the enduring legacy of the Gorkha Regiment, the Classic 350 Gorkha Edition pays tribute to the courage, resilience and indomitable spirit of the Gorkha fraternity
- Finished in a distinctive Gorkha Green colourway and adorned with a bespoke insignia featuring the legendary crossed *Khukris*, the motorcycle is further enhanced with an Assist & Slipper Clutch and Type-C USB Fast charging port
- Showcases an exclusive Gorkha-inspired apparel collection honouring the rich heritage, proud traditions and enduring legacy of the Gorkha Regiment

Delhi: August 18, 2026: Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), today announced the launch of the **Classic 350 Gorkha Edition** in India. Inspired by the legacy of the Gorkha Regiment, this newest expression of the Classic 350 pays tribute to generations of courage, discipline, and resilience, while remaining true to the motorcycle's timeless character and authentic riding experience.

Rooted in Royal Enfield's design philosophy, the Gorkha Edition of the Classic 350 has been conceptualised as a mark of honour and admiration for the brave men of the Gorkha fraternity, one of the world's most respected military regiments. The Classic 350 Gorkha edition wears its inspiration with unmistakable presence. Finished in a distinctive Gorkha Green, the rich, commanding colourway gives the iconic Classic silhouette a new depth and character, while a bespoke insignia featuring the legendary crossed *Khukris* serves as its defining signature. Crafted exclusively for the edition, these elements come together to create a motorcycle that carries the spirit of the Gorkhas with pride—bold in its expression, rooted in its heritage and unmistakably Classic.

Speaking at the launch, **Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield**, said, "With the Classic 350 Gorkha Edition, we pay tribute to an extraordinary military legacy defined by fierce bravery, loyalty and absolute honour. Every detail stays true to the timeless character of the Classic 350, while the bespoke Gorkha insignia speak of the values that have defined this regiment for generations. The Gorkha apparel collection extends that tribute beyond the ride, giving our community a way to carry that legacy forward with pride and purpose."

Speaking on the occasion, **Lieutenant General Sanjeev Chauhan, AVSM, YSM, President, Gorkha Brigade**, said, "The strength of the Gorkha Regiment lies not only in its history, but in the values of courage, discipline and honour that have been upheld across generations. It is a privilege to see this legacy acknowledged through the Royal Enfield Classic 350 Gorkha Edition, which pays tribute to the spirit and traditions of the Gorkha soldiers with dignity and respect."

With its signature upright riding posture and refined J-series engine, the Classic 350 Gorkha edition retains the unmistakable design and riding experience that have made the Classic 350 one of Royal Enfield's most iconic motorcycles, staying true to its Classicism. For enhanced everyday convenience, it also features an Assist & Slipper clutch for smoother gear shifts and a Type-C USB Fast Charging port.

The Royal Enfield Classic 350 Gorkha Edition will be available at **₹2,10,684 (ex-showroom, New Delhi)** and booking opens today.

Complementing the motorcycle, Royal Enfield introduced the **Gorkha Collection**, an exclusive range of apparel inspired by the bravery and discipline of the Gorkha Regiment. The range features dual-certified

Jet and Quest helmets, high-ankle distressed leather boots, multi-functional headgear, and curated lifestyle apparel and collectibles.

Designed in a palette of regimental crimson, tactical olive green, matte black, and warm bronze, every piece draws design cues from military uniforms, regimental insignia, and the iconic crossed khukris. From hand-embroidered badges to heavyweight cotton twill and distressed leather, the collection seamlessly fuses artisanal craftsmanship with rugged utility. More than lifestyle gear, the Gorkha Collection carries a story of courage, honour, and resilience, built to accompany riders far beyond the journey.

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 launched its first electric motorcycle, the FF.C6 as part of its 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 2100+ retail outlets across all major cities and towns in India and through nearly 1200+ 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 four state-of-the-art production facilities are located at Thiruvottiyur, 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