

September 15, 2025

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

CRUISE AT A WHOLE NEW LEVEL WITH THE UPGRADED 2025 METEOR 350

- *The all- new 2025 Meteor 350 line-up continues to redefine mid-size cruising with style, comfort and pure motorcycling charm*
- *Four distinct variants in seven new colourways and enhanced features - set to bring a fresh cruising experience this festive season*
- *Price starts from INR 1,95,762 (ex-showroom, Chennai) | Test ride and bookings starts today | Retail begins on September 22, 2025*

Chennai, September 15, 2025: Royal Enfield, the global leader in the mid-size motorcycle segment, today announced the launch of the **all-new and refreshed Meteor 350 line-up** in India. Made for *leisure getaways, winding highways and unhurried journeys*, the Meteor 350 continues to set benchmarks in the mid-size cruiser segment with its unmistakable cruiser design, character, smooth performance and relaxed riding ergonomics. Launched in 2020, the Meteor 350 has built a reputation for being a refined, accessible motorcycle for effortless long rides and smooth city journeys alike. In its refreshed avatar, the easy cruiser comes with new features and enhancements across its variants - **Fireball, Stellar, Aurora and Supernova in seven striking new colourways**.

Powered by the popular 349cc air-cooled J-series engine with max power of 20.2 BHP @6100 rpm and max torque of 27Nm @4000 rpm, the 2025 Meteor 350 comes with many standard upgrades across the range. This upgrade includes **LED headlamps, Tripper pod, LED turn indicators, USB Type-C fast-charging port, Assist-and-slip clutch and adjustable levers**. The Fireball and Stellar variants now get the **LED headlamps and Tripper pod** as standard while the Meteor 350 Supernova and Aurora variants come with **adjustable levers** as a standard offering, thereby making the top-of-the-line variants fully packed with features and a perfect touring cruiser available in the segment today.

Royal Enfield has revamped its Meteor 350 lineup with **new colour schemes** across all variants. The top-of-the-line Supernova variant now comes in a **modern colour scheme with chrome finishes**, while the Aurora variant carries **heritage inspired** colour schemes appealing to those who look for a retro-style cruiser. The Stellar variant with its **subtle and bold** colour schemes, and the Fireball variant with its **bright and vibrant** colour options will appeal to those youngsters who like to ride solo with a live-free vibe. With these updates, Royal Enfield is set to bring a fresh and a whole new cruising experience to its customers this festive season.

Speaking about the new 2025 Meteor 350, **B. Govindarajan, Managing Director - Eicher Motors Ltd., and Chief Executive Officer - Royal Enfield** said, *"For decades, Royal Enfield's philosophy of pure, unadulterated riding has strongly resonated with many riders across geographies. The launch of the Meteor 350 back in the year 2020 has brought in a new generation of riders who seek a distinct identity on the road. Today, it has become a preferred choice for those who value the cruiser aesthetic and a laid-back style of riding, be it for quick city errands or for longer explorations beyond the city limits. The Meteor 350 is not just a motorcycle, but a lifestyle statement for relaxed journeys and memorable experiences on the open road. We are super excited to bring the refreshed and updated version of the Meteor 350 portfolio which we believe will further elevate the experience of our community."*

The newly refreshed Meteor 350 range will appeal to those who yearn for comfortable long rides both on a highway and urban roads, offering riders the impetus to embark on unforgettable journeys. With its comfortable and relaxed ergonomics, cleverly integrated features and mechanical enhancements - the Meteor 350 becomes a perfect partner to add more miles to memorable long journeys.



Since its launch, the Royal Enfield Meteor 350 has enjoyed a strong and delighted community of **over 5 lakh Meteor owners across the globe** and is one of the popular selling cruisers in its category in the country. Sold in more than 65 countries, the Meteor 350 is recognized as a thoroughbred easy cruiser by motorcycle experts and has won many accolades across the globe, including the prestigious '**Indian Motorcycle of the Year 2021**' award in the first year of its launch.

The 2025 Meteor 350 now comes with an array of unique Genuine Motorcycle Accessories (GMAs) kit that complement the variants with new themes and functional elements. The Meteor 350 GMA now comes with two distinct themes - The Urban kit comes with Black drag handlebar, Black round bar-end mirrors, Black low rider seat, tinted flyscreen among others. The Grand Tourer kit includes Brown touring rider and pillion seat, Black premium longhaul pannier and pannier rails, deluxe foot pegs for rider and pillion, Black touring handlebar, Black LED fog lights, Black round mirrors making it truly personalised.

Attractively priced, customers can discover and place an order for the 2025 Meteor 350 at the nearest Royal Enfield store, via the Royal Enfield App, or the company website - www.royalenfield.com

Variant	Colourway	Price in INR (with revised GST @ 18%)
Fireball	Fireball Orange & Fireball Grey	INR 1,95,762
Stellar	Stellar Matt Grey & Stellar Marine Blue	INR 2,03,419 INR 1,99,990 (Kerala only)
Aurora	Aurora Retro Green & Aurora Red	INR 2,06,290
Supernova	Supernova Black	INR 2,15,883

Additionally, Royal Enfield now offers a comprehensive Extended Warranty along with Roadside Assistance up to 7 years across its range of motorcycles, further enhancing customer confidence and ownership experience. This extended coverage includes an additional 4 years or 40,000 km (whichever is earlier) over and above the standard warranty of 3 years / 30,000 km, providing riders with long-term assurance and peace of mind on every ride.

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, 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+ motorcycle 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 2000 stores across all major cities and towns in India and through nearly 850 stores in 65+ 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 seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

For further information, please contact: corpcomm@royalenfield.com