www.eichermotors.com

November 25, 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**

Digitally signed by Atul Sharma
Date: 2026.11.25 14:25:26 +05'30'

Atul Sharma
Company Secretary

Encl.: As above

PRESS RELEASE

ROYAL ENFIELD SIGNS RS. 1,000 CRORE MoU WITH TAMIL NADU GOVERNMENT FOR EV ECOSYSTEM EXPANSION

Chennai, November 25, 2026: Royal Enfield, the global leader in the middle-weight motorcycle segment (250cc–750cc), today signed a non-binding Memorandum of Understanding (MoU) with the Government of Tamil Nadu to accelerate its electric vehicle (EV) roadmap.

Under the MoU, Royal Enfield will invest Rs. 1,000 crore over a period of seven years in the state, generating direct and indirect employment opportunities for up to 500 individuals and contributing to the socio-economic growth of Tamil Nadu. Strengthening the company's EV ecosystem, the investment will primarily support its EV product development, technological enhancement, and manufacturing as required.

Commenting on the development, **B. Govindarajan, Managing Director, Eicher Motors Limited and CEO, Royal Enfield**, said, *"Tamil Nadu has been our home and the anchor for our engineering and manufacturing for several decades. This investment underscores our enduring commitment to the state, its world-class automotive ecosystem, and our vision for the future of electric mobility. We extend our sincere gratitude to the Government of Tamil Nadu for its continued support. As we expand our EV capabilities, we remain focused on creating a positive impact for the local community and delivering authentic motorcycles that are Made in Chennai and celebrated across the world."*

Tamil Nadu is at the centre of Royal Enfield's global operations, home to its four manufacturing facilities alongside its head office and technical centre. Royal Enfield's City+ electric mobility brand, **Flying Flea,** is driven by an EV innovation lab and manufacturing setup in Vallam Vadagal.

This announcement builds on Royal Enfield's February 2026 commitment of Rs. 958 crore towards brownfield capacity expansion at its Cheyyar facility in Tamil Nadu, which will scale the company's total annual production capacity to 2 million motorcycles. Eicher Motors Limited, Royal Enfield's parent company, has a strong record of investment commitments in the state, having previously signed MoUs with the Government of Tamil Nadu in January 2024, January 2019, and May 2012.

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 the Himalayan 750, 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 Himalayan 440, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company has recently unveiled its dedicated electric

mobility brand – the Flying Flea – a fresh take on electric two-wheelers, blending authentic design with advanced technology. The Flying Flea C6, its first product, has been launched in India, Europe and the UK.

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), the greatest celebration of motorcycling culture attended each year by thousands of riders from across the globe 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 state-of-the-art production facilities are located at Tiruvottiyur, 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