



November 24, 2023

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

INSPIRED BY CUSTOM, FOR CUSTOM

ROYAL ENFIELD UNVEILS THE SHOTGUN 650 - A CUSTOM-INSPIRED NEO-RETRO MOTORCYCLE

- A truly unique motorcycle born out of the raw creative energy, mixed with anarchic custom culture and thoroughbred Royal Enfield roadster DNA | Based on the proven 650-Twin engine platform, with a custom inspired design
- **Shotgun 650 Motoverse Edition**, a special colourway drop of only 25 motorcycles, unveiled exclusively for Motoverse 2023 attendees, will never be made again | Continuous production motorcycles to be launched early next year

National, November 24, 2023 – After decades of inspiring, as well as being inspired by custom culture, Royal Enfield has unveiled a stunning, one-of-its-kind, custom-inspired roadster. The **Royal Enfield Shotgun 650** made its global debut in Goa today, with a special colorway and edition - the **Shotgun 650 Motoverse Edition**. While the continuous production motorcycle will be launched early next year, the **Shotgun 650 Motoverse Edition** is a limited release, custom-designed colourway, **only 25 of which will be available for booking until midnight November 25**. Available **exclusively for the Motoverse community**, this colourway and graphic model will never be made again, making this a once-in-a-lifetime opportunity to own this motorcycle. The Shotgun 650 Motoverse Edition is priced at INR 4,25,000 (*ex-showroom*), and delivery of these 25 motorcycles will begin in January 2024, and these 25 customers will be the first owners of the Shotgun 650 globally.

Built on Royal Enfield's 650-Twin platform, the **Shotgun 650 Motoverse Edition** is a tribute to the culture of customisation. It pays homage to its precursor, the SG650 Concept, with its neo-destopian design and celebrates the possibilities offered by Royal Enfield motorcycles as a canvas for the most creative minds in motorcycling.

Speaking about the launch of this new motorcycle, Siddhartha Lal, Managing Director of Eicher Motors Ltd., said, *"The Shotgun 650 is a drop-dead gorgeous, custom-inspired motorcycle that brings together more than a century of Royal Enfield's pure motorcycling DNA with the renegade spirit of custom culture. The objective was to build this modular, shape-shifting machine that is almost like a mutant disguised as a motorcycle. Powered by our award-winning 650-Twin platform, and an absolute delight to ride on straights and the twisties, the Shotgun 650 is our attempt to bring niche and newer categories of motorcycles to growing enthusiasts of self-expression across the world. The Shotgun 650 Motoverse Edition is just the start of our journey on this factory custom model; there's a lot more to come."*

The Motoverse edition of the Shotgun 650 takes inspiration from the motorcycles of the future. Its custom-designed, hand-painted body panels feature a carefully crafted gradient and neon detailing that no factory can produce. Each of these 25 motorcycles have been customised over months, making it unlike any other Royal Enfield or unlike any other motorcycle on the road today.

Speaking about the inspiration and the design of the motorcycle, Mark Wells, Chief of Design at Royal Enfield, said, *"Designing the Shotgun 650 was an exhilarating journey into the future. After we had shown the SG650 Concept at EICMA in 2021, it gathered huge interest from international custom builders and consumers, so much so that we decided to build it as a production motorcycle. The motorcycle is built by the same team that designed the Concept and is therefore remarkably close to the concept. It retains the cast aluminium nacelle, chopped fenders, angular bodywork and that confident, aggressive stance. At the heart of this motorcycle is the simplicity of its form and the pure metal composition that is testament to its inspiration - custom culture. The Shotgun 650 offers a perfect canvas for experienced builders as well as for someone who is just starting on their journey of customization."*

The Shotgun 650 takes Royal Enfield's legacy of customization further by offering a canvas that allows motorcyclists to make a statement without sacrificing the benefits of Royal Enfield's dedicated after-sales service ecosystem. Conceived as a revolutionary neo-retro roadster, the intent of the Shotgun 650 was to break free from historical constraints while preserving the brand's core DNA. The motorcycle represents a harmonious blend of tradition and progress, with meticulously made aluminium parts that seamlessly integrate classic aesthetics with modern graphics. Featuring a revolutionary modular design, the Shotgun 650 is capable of transforming from a classic single-seater to a dual-seater to a weekend tourer in

minutes, inviting riders to embark on a journey of personalization like never before. Its tight proportions and low-slung silhouette allow for planted handling with optimum ergonomics.

The tank, closely matching that of the SG650 concept, represents a new direction while respecting Royal Enfield's historical forms, as do the unique ten spoke wheel rims with integrated ABS. The front suspension features upside down forks and an integrated aluminium top yoke with low-rise extra-wide handlebars. At the rear, twin shocks are mounted to the iconic chassis loop, with a hand-stitched black leather floating solo seat that showcases contemporary craftsmanship with a nod to the past. The Shotgun 650 is built on the robust 650cc platform, celebrated for its impressive performance and adaptability. The engine, a blacked-out 650-Twin with all new gloss black engine covers, is paired with a custom exhaust system that heralds the aesthetics of the future, while simultaneously harking back to the joy of an aural experience that has long been the hallmark of Royal Enfield. The motorcycle comes preloaded with bespoke Royal Enfield Genuine motorcycle accessories such as bar end mirrors and LED black indicators. In addition to this, the limited edition motorcycle will be offered with extended warranty and RSA service.

The exclusive, limited production Shotgun 650 Motoverse Edition embodies the spirit of originality and self-expression, guaranteeing its owners access to an exclusive club that owns a unique piece of the brand's heritage. The always-on production motorcycle will be launched early next year across the world, starting with Europe and India.

For further information, please visit - www.royalenfield.com

#Shotgun650 #ByCustomsForCustom

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 Meteor 350 and Super Meteor 650 cruiser, Interceptor 650 and Continental GT 650 twins, the all-new Himalayan adventure tourer, the Scram 411 ADV Crossover, the iconic Bullet 350 and Classic 350. 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 more than 60 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 five modern CKD assembly facilities in Nepal, Brazil, Thailand, Argentina and Colombia.

For further information please contact:

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