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**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, 5<sup>th</sup> 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

### **RETURN OF THE MOUNTAIN G.O.A.T. - THE OG HIMALAYAN IS BACK BY COMMUNITY DEMAND WITH THE LAUNCH OF HIMALAYAN 440**

- Celebrating 10 years of the Himalayan, the new Himalayan 440 brings back the much-loved spirit of the original motorcycle - with an upgraded frame and even stronger new heart
- New 443cc long-stroke engine paired with a six-speed gearbox for improved all-round performance and effortless touring
- Prices start at ₹ 2,29,000 (ex-showroom) | Bookings open on September 4, 2026

**Leh, September 4, 2026:** Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), today launched the **Himalayan 440** at the inaugural Himalayan Basecamp in Ladakh

Marking a decade since the Himalayan carved out a new vocabulary for adventure motorcycling in India, the Himalayan 440 comes with an upgraded heart and an unchanged spirit.

Forged by the Himalayas, the OG Himalayan was purpose-built to flow with the terrain, not conquer it. Its rugged simplicity and dependable character brought adventure within reach of many more riders, finding favour with some of the world's greatest explorers while accompanying thousands on their first ascent into adventure. In time, its influence extended into a community and culture that placed curiosity before conquest, and found as much meaning in the journey as in where it led.

In the past decade, the Himalayan brand, first through the OG Himalayan and then through its current avatar the Himalayan 450, which was launched in 2023, has sold over 320,000 units globally, as it continues to resonate with riders around the world.

**Speaking about the Himalayan 440, B. Govindarajan, Managing Director - Eicher Motors Ltd. and Chief Executive Officer - Royal Enfield, said,** *"Over the past decade, the Himalayan's journey has been deeply gratifying and emotional for us - one shaped by both the mountains and a global rider community that transformed a simple adventure motorcycle into an international phenomenon. One of our most cherished products, it opened the doors to adventure touring and exploration, paving the way for extraordinary journeys from Everest Base Camp to the South Pole. The Himalayan 440 marks a celebration of this incredible journey. Driven by the messages from our community and guided thoughtfully by authentic rider feedback, the Himalayan 440 delivers precisely what was asked for - a simple, accessible, and uncomplicated adventure tourer - the same essence that defined the OG Himalayan."*

To commemorate the launch, initial units of the Himalayan 440 will feature an exclusive **ten-year anniversary badge** on the fuel tank.

Available in three colours namely **Sela Black, Mustang Brown, and Nelong White, the motorcycle is priced at ₹ 2,29,000 (ex-showroom)**. Bookings will open across authorised Royal Enfield dealerships in India and on [royalenfield.com](https://royalenfield.com) from September 4, 2026.

A decade after the launch of the original 411, the new Himalayan 440 stands as a testament to how far that initial vision has evolved. It retains the iconic design and ergonomic rider triangle that established the first model, while introducing an enhanced 443cc long-stroke engine, a new six-speed transmission, and targeted mechanical refinements for increased durability, versatility, and touring comfort. The core philosophy remains unchanged: function over frills, capability before complexity, and character above all.

## HIGHLIGHTS OF THE NEW HIMALAYAN 440:

- **Long-stroke. Long haul**
  - Enough power to climb. Enough torque to crawl: The upgraded 443cc single-cylinder, long-stroke engine produces 25.4 bhp at 6,250 rpm and 34 Nm at 4,000 rpm, delivering stronger all-round performance with improved NVH (Noise-Vibration-Harshness).
  - A new six-speed gearbox with revised ratios makes low-speed riding easier while the additional sixth gear enables more relaxed highway cruising and long-distance touring.
- **Purpose-built for the Himalayas**
  - The half-duplex split-cradle frame, 41mm telescopic front forks with 200mm travel and linkage-type rear monoshock with 180mm wheel travel are engineered for confidence across varied terrain.
  - 21-inch front and 17-inch rear spoke wheels, 220mm ground clearance and a low centre of gravity help it tackle roads and rocks, slush and snow, and everything in between.
- **Made for 30-minute rides. Built for 30-day expeditions**
  - The Himalayan's upright riding position and low **800mm seat height** make for easy manoeuvrability and comfortable touring.
  - A 15-litre fuel tank and enhanced top-box capability support longer journeys with luggage.
- **More control where it matters**
  - A 300mm front disc with a two-piston floating caliper with larger pistons delivers firmer feedback and more precise braking. It is paired with a 240mm rear disc, dual-channel ABS which is switchable for greater control across changing terrain.
- **Purposeful features**
  - A new LED headlamp improves visibility, while the digital-analogue instrument cluster keeps essential information within easy view.
  - Tripper navigation, USB Type-C charging and enhanced luggage capability add further practicality for longer journeys.

Royal Enfield's range of accessories has been developed to extend the Himalayan 440's utility across varied riding needs. The portfolio includes hard panniers, top boxes, touring seats, adventure handguards, engine guards and other protection accessories, allowing riders to configure the motorcycle with additional luggage, comfort and protection as required.

- **Protection:** Adventure Engine Guards can be paired with Sliders to offer riders flexible and configurable protection for the motorcycle.
- **Luggage:** The addition of a Top Box and Panniers enhances the touring capability of the Himalayan 440 based on individual rider preferences.
- **Functional Accessories:** Hand Guards, Touring Seats, and Tapered Mirrors allow for personalization across diverse riding experiences while improving overall practicality.

Royal Enfield now offers a **comprehensive 7-year Extended Warranty** along with Roadside Assistance 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 or 40,000 km (650cc motorcycles), providing riders with long-term assurance and peace of mind on every ride.

The motorcycle was unveiled at the **inaugural Himalayan Basecamp (HBC) – Ladakh Edition**, India's first immersive adventure intersection. Bringing together the many faces of the adventure mindset — from riders and overlanders to climbers, mountaineers and explorers — HBC celebrates the many ways of exploring the outdoors through shared experiences, challenges and expeditions.

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## 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 unveiled its new 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 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](mailto:corpcomm@royalenfield.com)