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September 22, 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 NOTE
SEPTEMBER 22, 2026

EFFORTLESS ELEGANCE: INTRODUCING THE CLASSIC 350 SIGNATURE WHITE EDITION



Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), has introduced the 2026 Classic 350 'Signature White' edition today.

Designed to make every ride more effortless, the 2026 Signature White Classic 350 features many rider-focussed feature enhancements:

- Premium brown touring seats for rider and pillion.
- Sports an artistic visual treatment including a new Classic logo unit on the side panel and stencil-style decal on the fuel tank and RE badge on both sides.
- Equipped with an Assist and Slipper Clutch and adjustable clutch and brake levers, offering lighter and convenient clutch action for smoother and more effortless operation, particularly during everyday city commutes and long-distance rides.
- Equipped with a USB Type-C Fast Charging port and Tripper Pod as standard, enabling riders to conveniently charge compatible smartphones and devices while on the move, while the Tripper Pod provides turn-by-turn navigation for a more seamless riding experience.

The Classic 350 Signature White will be offered as one of the top-end variants of the Classic 350, alongside the Emerald Green Edition. It will be available from today at all authorised Royal Enfield stores, with prices starting at ₹2,24,275 (ex-showroom, Chennai).

Since its introduction in 2008, the Royal Enfield Classic 350 has become an enduring expression of classic automotive design, blending old-world charm with contemporary engineering. Its timeless silhouette, distinctive proportions and unmistakable character have made it an integral part of Royal Enfield's DNA and a favourite among riders across generations.
