

August 12, 2021

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 Limited
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 copy of press release being issued today.

You are requested to take the same on your records.

Thanking you,
For **Eicher Motors Limited**

Manhar Kapoor
General Counsel & Company Secretary

Encl: a.a.



For Immediate Release:

EICHER MOTORS LIMITED ANNOUNCES CHANGE OF LEADERSHIP AT ROYAL ENFIELD

New Delhi, August 12, 2021: Eicher Motors Ltd. today announced a change in its senior leadership as Vinod K Dasari steps down as Chief Executive Officer of Royal Enfield and Executive Director of the Board of Eicher Motors Ltd. with effect from 13th Aug, 2021.

Vinod's decision to move is with an intention to dedicate time and energy to pursue his personal passion and ambition in affordable healthcare. He recently set up and inaugurated a not-for-profit hospital in Chennai, and intends to commit his time towards the cause of building affordable and accessible healthcare facilities.

Speaking about Vinod's movement, **Siddhartha Lal, Managing Director of Eicher Motors Ltd.**, said, "Vinod has made significant contributions to the organization. Right from his unwavering focus on customer facing digital properties, to driving network expansion, to building several new service and solutions oriented initiatives, he has helped the company take giant steps forward. He also very ably led the company through tough and unprecedented times over the last year and half. I wish Vinod the very best as he leaves us to pursue a project that is close to his heart"

Speaking about his time at Royal Enfield, and his decision to move on, **Vinod K Dasari**, said, "It has been a very memorable ride over the last 2 years and more at Royal Enfield. From navigating through an unprecedented pandemic, to launching several digital oriented solutions; from growing non-motorcycle revenues, to expanding substantially outside India, we've had an amazing journey as an organization, and I am happy to have been a part of this. I have decided to move on, so I can dedicatedly follow a personal passion that has been close to me for many years now. I wish Siddhartha and the team at Royal Enfield the very best"

B Govindarajan will take on the responsibility of leading Royal Enfield. Effective August 18, he will be inducted as a Wholetime Director on the Board of Eicher Motors Ltd. and will take on as Executive Director - Royal Enfield. Govind has been the Chief Operating Officer at Royal Enfield since 2013

Speaking about Govind's new role, **Siddhartha Lal** said, "I am very happy to welcome B Govindarajan into his new role. Govind has spent more than 23 years across Royal Enfield and Eicher Motors. He brings on board an astute understanding of the industry, with strong technical know-how, combined with a sharp strategic outlook and operational excellence. Govind has led several turnkey projects for Royal Enfield and has been instrumental in growing and expanding our manufacturing facilities, in bringing a paradigm shift in our product quality, delivery and development process, and in setting up our two state-of-the-art Technology Centres in India and the UK. I am confident that under Govind's leadership we will scale new heights towards our goal of becoming the global leader in the mid-size motorcycle segment and succeed in all the important markets of the world"

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About Eicher Motors Limited:

Eicher Motors Limited (EML) (Bloomberg: EIM IN Reuters: EICH.NS) is the listed parent of Royal Enfield, global leader in the middleweight motorcycles segment (250cc - 750cc). The world's oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focussed on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield operates in India and over 60+ countries around the world. With modern development facilities in Leicestershire, UK, and Chennai, India, Royal Enfield makes its motorcycles in Tamil Nadu for the world. In addition to motorcycles, EML has a joint venture with Sweden's AB Volvo - VE Commercial Vehicles Limited (VECV) - which is driving modernization in India's commercial vehicle space, and in other developing countries. VECV includes the complete range of Eicher branded trucks and buses, Volvo trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines, and Eicher component business. Its integrated manufacturing plant in Pithampur, Madhya Pradesh is also the global hub for medium-duty 5 and 8-liter engines for Volvo Group. In 2020, VECV signed definitive agreements to integrate Volvo Buses India into VECV including manufacture, assembly, distribution, and sale of Volvo Buses in India.

For FY '21, Eicher Motors Ltd recorded a total income of INR 8,720 crores which is approximately USD 1.1 billion. In addition, VECV reported a total revenue of INR 3,602 crores in FY '21; this revenue is not consolidated in EML's income. EML is listed on the Bombay and National Stock Exchanges. As of April 1st, 2016, Eicher Motors Limited became a part of the Nifty 50 Index. Please visit our website: www.eichermotors.com.

For further information please contact:

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