

# Royal Enfield steps up EV focus with hiring and investments

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Royal Enfield Motors is accelerating its electric vehicle journey by forming a new vertical for EV business and pumping in significant investments as the leading motorcycle manufacturer seeks to launch its first e-motorcycle by 2025.

“Over the past 6-8 months, we have made investments in EV space to create physical infrastructure for testing of vehicles. We have also been hiring talent for our technology centres in India and UK. Overall, we have been intensely focusing on the EV space,” B Govindarajan, CEO, Royal Enfield Motors, part of Eicher Motors Ltd, told *businessline*.

## **IN NO HURRY**

The company, a leading brand in the 250cc and above bike segment, has also started testing some prototype EV products in different parts of the world and in In-



B Govindarajan, CEO,  
Royal Enfield Motors

dia. But, Royal Enfield is not in hurry to launch electric vehicles.

“Being a pioneer in motorcycle manufacturing, it is easy for us to take the aggregates, assemble the same and launch it in order to be ahead of others. But we would like to understand buyer requirements in this segment completely before rolling out new products. Our objective is to come out with differentiated product offerings in the EV space,” said Govindarajan.