



ICONIC

# Eicher Motors

fifteen months ending March 2016, Eicher Motors recorded its highest ever total income of INR 15,689 crores (USD 2.4 billion) and is listed on the Bombay and National Stock Exchanges and as on April 1st 2016, Eicher Motors Limited became a part of the Nifty 50 Index.

## ROYAL ENFIELD

The oldest motorcycle company in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic bikes.

With its enhanced manufacturing base in Chennai, India, Royal Enfield is able

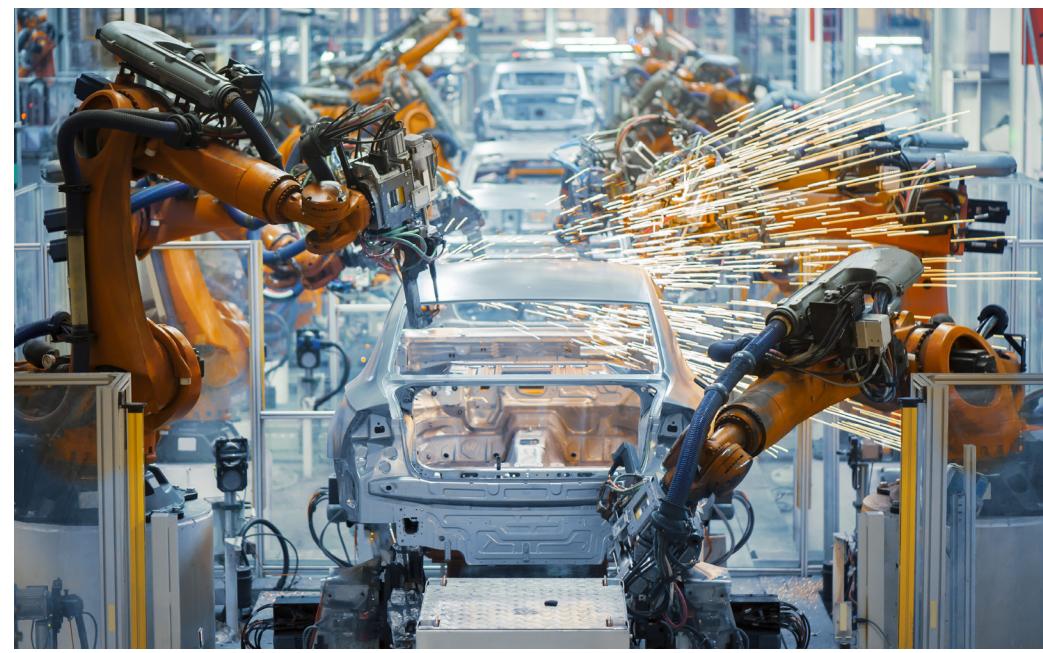
to grow its production rapidly against a surge in demand for its motorcycles. With 50% growth every year for the last 3 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride. Royal Enfield's product line-up includes the Bullet, Classic and Thunderbird models in both 350 and 500cc displacements; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 12 company-operated

## BIG ACCESS TO BIG BUSINESS

Eicher Motors Limited (EML) is the flagship company of the Eicher Group, which was a catalyst in the green revolution in India with the production of India's first agricultural tractor in 1959. EML is now a leading player in the Indian automotive industry. Eicher Motors owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India.

The oldest motorcycle brand in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-sized motorcycle segment globally. EML's joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses; and is leading the path in driving modernization in commercial transportation in India and other developing markets.

EML's joint venture with US based Polaris Industries Inc formed in 2012, Eicher Polaris Private Ltd. (EPPL) launched the Multix, a new 3-in-1 vehicle purpose built for the independent businessman in June 2015. For the



stores and 380 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, Japan, UK, several European and Latin American countries, as well as the Middle East and South Asia.

Royal Enfield also organizes and supports many motorcycling events and rides, more prominently the Rider Mania – an annual gathering of Royal Enfield riders.

#### **VE COMMERCIAL VEHICLES LTD.**

VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components and engineering design services businesses, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India.

#### **EICHER POLARIS PVT LTD**

In 2012, Eicher Motors Limited signed a strategic joint venture agreement with US based Polaris Industries Inc., to design, develop, manufacture and sell a full new range of personal vehicles suitable for India and other emerging markets.



#### **QUANTUM LEAPS**

- Eicher Pro 1110XP won the ICV Cargo Carrier Of the Year Awards at CV Awards 2015
- New Volvo FMX tipper won the HCV Tipper Of The Year Award at CV Awards 2015

