



EICHER POLARIS PRIVATE LIMITED



INVESTOR PRESENTATION
NOVEMBER 2015

Eicher Polaris Private Limited was established in 2012 with strong parentage



EICHER

- ▶ Prominent player in Indian Commercial Vehicle space
- ▶ Iconic “Royal Enfield” motorcycle brand
- ▶ Proven expertise in frugal engineering and lean manufacturing

Eicher Polaris Private Limited

50:50 JV signed on July 24, 2012

Investment till date: INR 420 Cr

Launched India’s First personal utility vehicle (PUV)
Multix, an extremely adaptable
3 in 1 solution



POLARIS

- ▶ Leader in power sports industry
- ▶ Proven track record of creating categories
- ▶ Excellent product development capabilities and world class reliability



Journey - So Far



50:50 JV signed between Eicher Motors & Polaris Industries Inc.

July 2012



National Media Launch & Plant Inauguration in Jaipur. Brand "Multix" is born

July 2012

June 2013

Ground-breaking ceremony at Jaipur Plant



June 2013

Retail commence across dealerships in 7 states



 EICHER

Consumer - The Independent Businessman



Independent Businessman

Factory owner, Construction contractor, Caterer, Fancy store owner, Farm house owner, Grower/ sellers of perishable products, Technical service providers etc

Owns a 2 wheeler. Regularly hires various kinds of 4 Wheelers to meet his day to day business/ family needs

Current 4 wheeler options are sub-optimal

Some work for family & others for business. None works for both

What does he need

One Vehicle solution for both Family + Business Needs

**Estimated Population:
5.8 Crores**

 **EICHER**



The Man

MULTIX - A ground up innovation

MULTIX

- Extremely adaptable 3 - in - 1 Solution
 - Comfortable seating for family of 5
 - 1918 litres of space
 - Power Generation capacity of 3KW
- Especially designed Pro-ride™ Independent Suspension & High ground clearance 225 mm delivers best in class riding experience on all kinds of roads
- Safety: Tubular frame structure and Roll-Over Protection System (ROPS) provides structural stability and reinforced safety
- Powered by proven and reliable diesel engine delivering Fuel Efficiency of 28.45 Km/ ltr
- With starting price of Rs.2.32 lacs (ex showroom Jaipur), Multix offers unmatched value



3 in 1

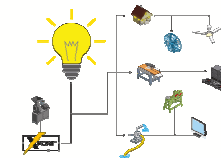
FAMILY



BUSINESS



POWER



Make ~~electricity~~

X-Port™ Film



Space Adaptability Film



MULTIX - Creating its on Market



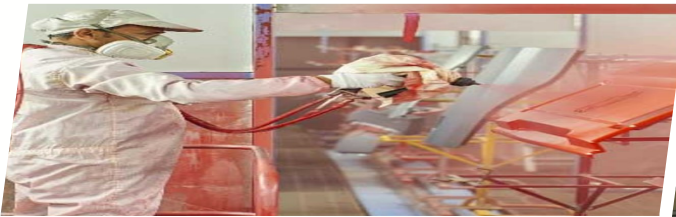
Making significant difference to consumer's life



World Class Manufacturing Facility @ Jaipur



Capacity: 60,000 units per annum. Can be scaled up to 1,20,000 units



Equipped with robotic weld lines and in-house paint system



MULTIX - Distribution



**Available in 30 locations
Nationwide in 2 years**



Thank You

