

December 28, 2016

To,
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001
Security Code: 505200

To,
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

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Eicher Goodearth Trust, one of the Promoters of Eicher Motors Limited (EML), wish to inform you that we have disposed 27,28,463 equity shares constituting 10.03% of paid-up equity share capital of EML, on December 26, 2016 by way of an off market inter-se transfer of shares to Mr. Vikram Lal, another promoter of EML. This is a transfer of shares among promoters named as promoters in the shareholding pattern of EML for not less than three years.

Disclosure pursuant to Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended, in the prescribed format is attached.

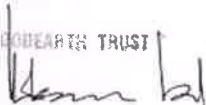
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Eicher Goodearth Trust

For EICHER GOODEARTH TRUST



Trustee

(Vikram Lal)
Trustee
Encl: As above.

Cc:
Eicher Motors Limited
3rd Floor- Select Citywalk
A-3 District Centre, Saket
New Delhi – 110 017

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations,

2011

| | | | |
|--|---|---|--|
| Name of the Target Company (TC) | Eicher Motors Limited | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | Acquirer – Mr. Vikram Lal Person Acting in Concert: 1. Ms. Rukmani Joshi 2. Ms. Simran Lal 3. Ms. Tara Lal 4. Mr. Siddhartha Lal 5. Eicher Goodearth Pvt. Ltd. 6. The Brinda Lal Trust 7. The Simran Siddhartha Tara Benefit Trust 8. Ms. Anita Lal 9. Eicher Goodearth Trust | | |
| Whether the acquirer belongs to Promoter/Promoter group | Yes | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | National Stock Exchange of India Limited (NSE) BSE Limited (BSE) | | |
| Details of the acquisition by Acquirer/ disposal as follows: | Number | % w.r.t. total share/voting capital wherever applicable (*) | % w.r.t. total diluted share/voting capital of the TC (**) |
| Before the acquisition/disposal under consideration, holding of : | | | |
| a) Shares carrying voting rights | 27,28,463 | 10.03% | 10.03% |
| b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others) | - | - | - |
| c) Voting rights (VR) otherwise than by equity shares | - | - | - |
| d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) | - | - | - |
| e) Total (a+b+c+d) | 27,28,463 | 10.03% | 10.03% |
| Details of acquisition/sale | | | |
| a) Shares carrying voting rights acquired/sold | 27,28,463 | 10.03% | 10.03% |
| b) VRs acquired /sold otherwise than by shares | - | - | - |
| c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive | - | - | - |

for EICHER GOODEARTH TRUST

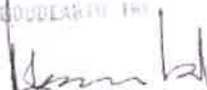

Trustee

| | | | |
|--|---|--------|--------|
| shares carrying voting rights in the TC (specify holding in each category) acquired/sold | | | |
| d) Shares encumbered / invoked/released by the acquirer. | | | |
| e) Total (a+b+c+/-d) | 27,28,463 | 10.03% | 10.03% |
| After the acquisition/sale, holding of: | | | |
| a) Shares carrying voting rights | Nil | Nil | Nil |
| b) Shares encumbered with the acquirer | - | - | - |
| c) VRs otherwise than by equity shares | - | - | - |
| d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition | - | - | - |
| e) Total (a+b+c+d) | Nil | Nil | Nil |
| Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.) | off - market inter-se promoter transfer | | |
| Date of acquisition/ sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | December 26, 2016 | | |
| Equity share capital / total voting capital of the TC before the said acquisition/ sale | No. of shares: 2,71,98,083 shares Amount: Rs. 27,19,80,830 | | |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale | No. of shares: 2,71,98,083 shares Amount: Rs. 27,19,80,830 | | |
| Total diluted share/voting capital of the TC after the said acquisition / sale | No. of shares: 2,71,98,083 shares Amount: Rs. 27,19,80,830 | | |

(* Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Eicher Goodearth Trust

For EICHER GOODEARTH TRUST

 Trustee

Vikram Lal (Trustee)

Place: New Delhi

Date: December 28, 2016