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June 18, 2015

On-Line submission

To,

1. **The Secretary**
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001
2. **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

Dear Sir/Madam,

**Subject: First Vehicle Launch by Eicher Polaris Pvt. Ltd. – Joint Venture Company of
Eicher Motors Limited and Polaris Industries Inc.**

Eicher Polaris Pvt. Ltd., a joint venture between Eicher Motors Limited, India and Polaris Industries Inc., USA has unveiled and launched its first vehicle today in Jaipur.

Please find enclosed herewith a press release being issued by the Eicher Polaris Pvt. Ltd. in this regard.

You are requested to take the above on your records. This disclosure is made pursuant to clause 36 and other applicable provisions of the Listing Agreement with Stock Exchanges applicable provisions of SEBI (Prohibition of Insider Trading) Regulations, 2015.

Thanking you,
for Eicher Motors Limited


Manhar Kapoor
General Counsel & Company Secretary

Eicher Motors Limited
Corporate Office:
#96, Sector - 32

Registered Office
CIN: L34102DL1982PLC129877
3rd Floor - Select Citywalk

EICHER POLARIS PVT LTD LAUNCHES MULTIX INDIA'S FIRST PERSONAL UTILITY VEHICLE

- *Adaptable 3-in-1 vehicle – Family / Business / Power - with unmatched ride quality, and striking road presence*
- *Ground-up innovation built on synergies of partnership and prowess of Eicher Motors Ltd. and Polaris Industries Inc.*
- *Investment of Rs.350 crores done so far*

Jaipur, 18th June, 2015: Eicher Polaris Pvt. Ltd., a 50:50 joint venture between Eicher Motors Ltd and Polaris Industries Inc., announced the launch of **Multix – India's First Personal Utility Vehicle** today, thereby creating a new category in the automotive segment. Multix is specially designed for Independent Businessmen, having an estimated population of 5.8 crores in India. Purpose-built, specially designed and powered by a reliable diesel engine, Multix will be available in two variants and four colors, starting at a price of **Rs. 232,850/-** (ex-showroom Jaipur).

With versatility at its heart, Multix offers the unique power of extreme adaptability to the consumer. Multix has a generous cabin space that can comfortably seat a family of five along with luggage, Multix can be adapted to create large storage space of 1918 liters. Multix is equipped with X-PORT™ - a unique power-take-off point, which can generate power of up to 3 KW that can be used for lighting homes and powering professional equipment such as drilling machines, DJ systems, water pumps and more.

Speaking at the launch of Multix, **Siddhartha Lal, Managing Director & CEO, Eicher Motors Ltd.**, said, *"We have identified a large untapped segment in Independent Businessmen with an estimated population of 5.8 crores in India, and are committed to create a new and strongly differentiated automotive solution for them through Multix. Our aim is to equip the consumers with the Multix ecosystem and enable them to unlock their potential by accessing a world of new opportunities. We have made an investment of Rs. 350 cr till date."*

Commenting about the partnership and the vehicle, **Mike Dougherty, Vice President, Asia Pacific & Latin America, Polaris Industries Inc.**, said, *"When we came together to form Eicher Polaris Pvt. Ltd., we wanted to build on the synergies of our core competencies in order to bring a valuable and effective automotive solution to India. With Eicher Motors Ltd.'s understanding of the Indian market, their expertise in lean engineering platforms, and Polaris Industries Inc.'s capabilities in product innovation and category creation, we believe that Eicher Polaris Pvt. Ltd. is most uniquely positioned to achieve this and bring about a paradigm shift in automobiles for India"*

Multix is a differentiated vehicle, built ground-up through extensive consumer study. It is equipped with first-of-its-kind Pro Ride™ – Independent suspension system, which coupled with its best in class ground clearance of 225mm, delivers unmatched riding experience on all kinds of roads and giving a mileage of 28.45 kmpl.

Multix has a unique tubular frame structure and Roll-Over Protection System (ROPS) that provides structural stability and reinforced safety. The vehicle delivers superior energy efficiency & durability through its Flexituff™ body.

Commenting on the launch of the company's first vehicle, **Radhesh C Verma, Chief Executive Officer, Eicher Polaris Pvt. Ltd.** said, *"Multix is a true ground up innovation. We have looked at every aspect of value proposition delivery, whether it is the vehicle, its accessory system, the retail experience or service thereafter, and have challenged set norms. We have a solution which resonates very well with consumers and we are certain of driving disruptive growth. Multix will be launched in 30 cities to start with. It will be available for test ride in July and deliveries will start in August."*

Multix has undergone over 18,00,000 km equivalent of rigorous testing for off-road reliability, safety & durability. It has been tested on one of the world's toughest testing tracks in USA with torture track ratio of 14:1, as well as in India on specially built test tracks.

Eicher Polaris Pvt. Ltd. has made an investment of Rs.350 crores towards product development and setting up a world-class manufacturing facility with state-of-the-art technology at Jaipur, Rajasthan. The plant has an annual capacity of

60,000 units which can be scaled up to 1,20,000 units. The facility is also equipped with robotic weld lines and in-house paint system.

About Eicher Polaris Pvt. Ltd.

Eicher Polaris Pvt. Ltd. (EPPL) is a 50:50 joint venture between Eicher Motors Ltd. and Polaris Industries Inc. The two companies signed a strategic joint venture agreement in July 2012. Backed by an investment of INR 350 crore, EPPL combines Eicher's proven expertise in frugal engineering, lean business model and in-depth understanding of emerging markets with the excellent product development capabilities and world class reliability of Polaris.

Eicher Polaris Pvt. Ltd. will manufacture and sell a full new range of personal utility vehicles suitable for India and other emerging markets, catering to the needs of independent businessmen. Polaris Industries Inc., USA and Eicher Motors Ltd., India, combined their R&D facilities to design and develop the first personal utility vehicle that will soon make its way onto the Indian roads. In 2013, Eicher Polaris Pvt. Ltd. set up its first state-of-the-art manufacturing plant in Kukas, near Jaipur, India. Spread over 25 acres, the manufacturing facility will also house a R&D centre. EPPL's corporate headquarter will be located in Gurgaon, Haryana.

For more information, please visit: www.multix.in

About Eicher Motors Ltd.

Eicher Motors Limited (EML) is the flagship company of the Eicher Group. As the manufacturer of India's first agricultural tractor in 1959, EML emerged as a major catalyst for India's green revolution. Today, the company is a prominent player in the Indian automotive space. Eicher Motors Ltd. owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company 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 modernisation in commercial transportation in India and other developing markets. EML's 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. will design and develop, manufacture and sell a full new range of personal utility vehicles.

In 2014, Eicher Motors recorded its highest ever total income of INR 8738 crores (USD 1.4 billion) and is listed on the Bombay and National Stock Exchanges. For more information, please visit: www.eicher.in

About Polaris Industries Inc.

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road consumer and military vehicles, including all-terrain vehicles (ATVs) and the Polaris *RANGER*® and *RZR*® side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory® and Indian Motorcycle® and Slingshot® brands. Additionally, Polaris continues to invest in the global Work and Transportation vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin®, Cycle Country® and Pro Armor® brands.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index. Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at www.polaris.com

For further information, please contact:

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