

Ref: L&S/EML-9

February 15, 2016

Online intimation

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

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

Ref: Disclosure under regulation 30 and 46 of SEBI (LODR) Regulations, 2015

Dear Sir/ Madam.

Pursuant to regulation 30 and 46 of SEBI (LODR) Regulations, 2015, please find attached herewith updated Investor Presentation.

This is for your information and record.

Thanking you,

for Eicher Motors Limited

Manhar Kapoor

General Counsel & Company Secretary

Encl: Investor Presentation



Investor Presentation

February 2016



Safe Harbor

All statements included or incorporated by reference in this presentation, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although Eicher Motors Limited believes that the expectations reflected in such forward looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and Eicher Motors Limited undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.



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ROYAL ENFIELD

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EICHER POLARIS

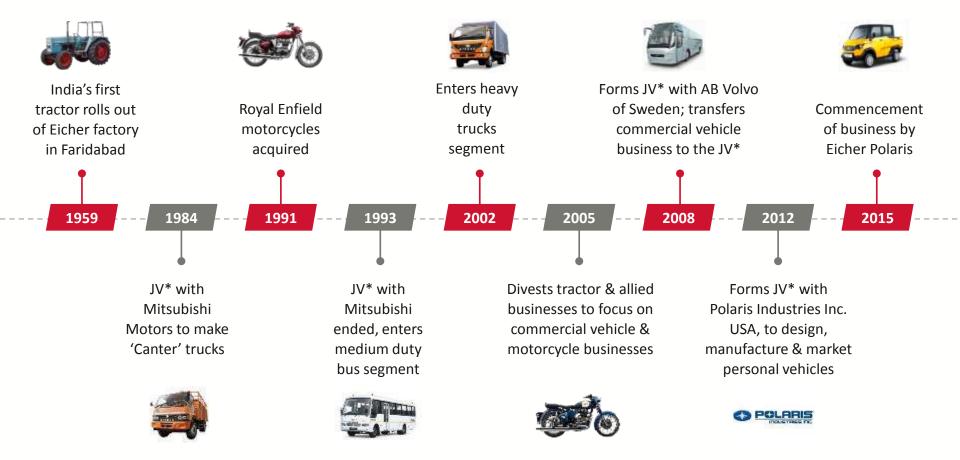
FINANCIALS

APPENDIX

EICHER MOTORS LIMITED - OVERVIEW

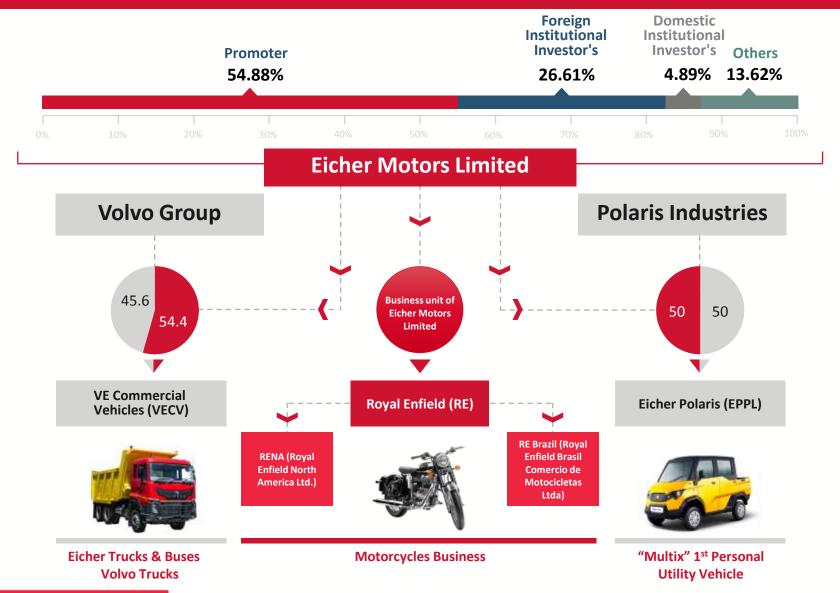


Key Milestones





Shareholding Pattern (31st December 2015)





Eicher Motors Limited Consolidated includes financials of Royal Enfield, VE Commercial Vehicle (excluding minority interest) & 50% of Eicher Polaris Pvt. Ltd.

Eicher Management Philosophy

Break-through emerging market business model

- An evolved business model with 50+ years of experience in automotive space in India
- In-depth customer insights& market understanding
- Best-in-class capital optimization :
 - Frugal engineering practices
 - Extensive knowledge of suppliers
 - Operational excellence
 - Global quality standards
- Low cost supply chain & distribution value chain

Established Corporate Governance

- Fully empowered management teams
- Annual 3 year rolling business plan
- Strategic quarterly board meetings – full review with management
- Strategic quarterly reviews ®ular monthly operations review
- Product board, Quality board, Customer satisfaction board, Soft product board (aftermarket) held every quarter along with other statutory meetings

Strong Values

- Corporate conduct rooted in highest standards of ethics, integrity & transparency
- Highly professional work ethic based on mutual respect
- Very strong HR & IR culture and brand
- Long-term orientation
- Long history of institutionalized CSR & community activities



Board



Eicher Motors Limited

- S Sandilya
 Non-executive Chairman
- Siddhartha Lal
 Managing Director & CEO
- Priya Brat
 Independent Director
- MJ Subbaiah
 Independent Director
- Prateek Jalan
 Independent Director
- Manvi Sinha
 Independent Director



VE Commercial Vehicles

- Siddhartha Lal
 Chairman & Managing Director
- Christophe Martin
 Volvo nominated Director
- Philippe Divry
 Volvo nominated director
- Raul Rai
 Eicher nominated director
- Prateek Jalan
 Independent director
- Lila Poonawalla
 Independent Director



Eicher Polaris Pvt. Ltd

- Siddhartha Lal Chairman
- Bennett Morgan
 Polaris nominated director
- Pankaj Dubey
 Polaris nominated director
- Michael Dougherty
 Polaris nominated director
- B Govindarajan
 Eicher nominated director
- Lalit Malik
 Eicher nominated director



Business Highlights – CY 2015



0

EML to continue as Debt free company



452,759

Motorcycles sold in 2015, over 8 times growth in volumes in last 5 years



96%

Royal Enfield's market share in the mid-size motorcycles* segment



25.2%

Royal Enfield EBIT margin in CY15, benchmark in automobile industry



33.5%

VE Commercial Vehicles market share in domestic LMD# (5 - 14 tonne) segment



4.5%

VE Commercial Vehicles EBIT margin in CY15, Best in Class

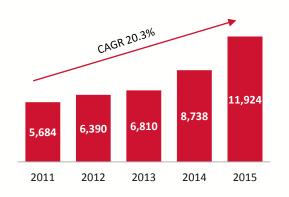


Financial Highlights – Eicher Motors Ltd. (Consolidated)

All figures are for Eicher Motors Limited consolidated (in Rs. Crore unless specified)



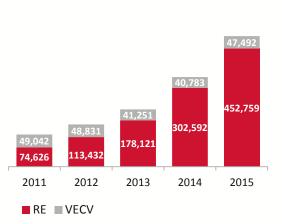
Total revenue from operations



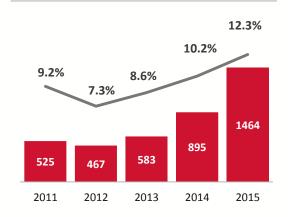
Sales Volume



(in %)

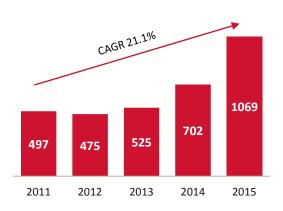


EBIT

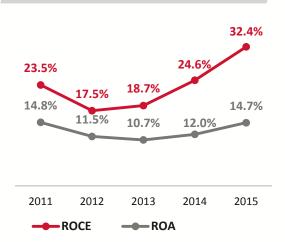


The figures in % indicate EBIT Margins

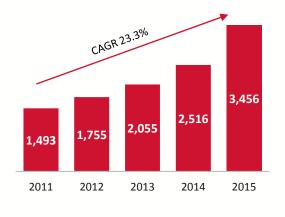
Profit After Tax



Ratios



Networth





ROYAL ENFIELD



Oldest motorcycle brand in continuous production





Product Portfolio – Motorcycles

Royal Enfield range of motorcycles is able to address a unique mix of appeals – from its traditional customer base to urban, aspiration-driven youth

Thunderbird Continental GT Bullet Classic Himalayan Sense of Definitive Fun, youthful Purpose-built for Longest production exploring the motorcycle distinctiveness highway tourer Himalayas Classic -Sport Resolute. Post-war styling Long range & load-Versatile for riding unchanged form bearing capabilities Distinctive Style on- & off-road Pride of the Timeless design ■ For the free-▶ Fully ground-up armed forces spirited explorer with all-new engine Iconic cues – Touring capabilities thump, pinstripes, road presence



Urban, Lifestyle and now Adventure



New Product launch- Himalayan





Product Portfolio – Gear



Despatch Rider Range

Launched on 30th May 2015 this collection was inspired by the Despatch riders of the world wars and the kit they served in. The Gear blends classic military detailing with modern silhouettes. The range consisted of canvas, twill & leather jackets, urban riding boots, coated canvas bags, raw & selvedge denims, t-shirts and a host of leather accessories.



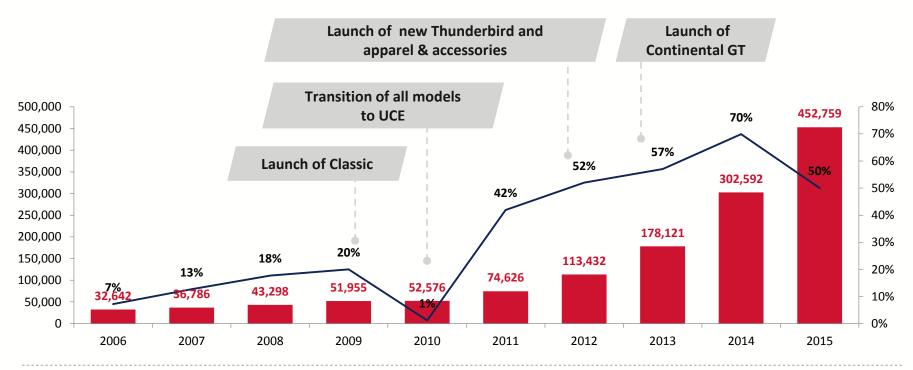
Continental GT Range launched in October 2013

Continental GT range too had riding jackets specifically designed for City riding, it is inspired mainly by the late 50s-early 60s Cafe Racing culture that flourished in the UK. The range consisted of Rockers inspired vintage-style leather jackets, pit-shirts, polo & crew-neck t-shirts with vintage 60s graphics, complete with short city-riding leather gloves, versatile riding-inspired sneakers and open face helmets

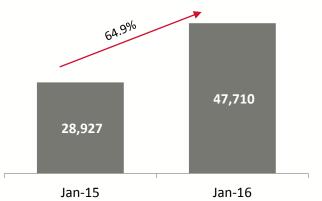




Launch of "Classic" in 2009 was a inflection point



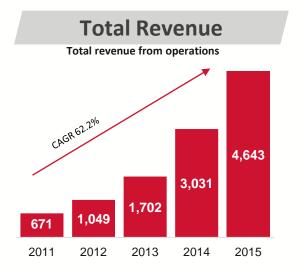
- Launch of "Classic" in 2009 was a inflection point for the sales of Royal Enfield motorcycles
- Volumes grew by 53.8% CAGR from 2010-2015, mainly due to high demand for "Classic"

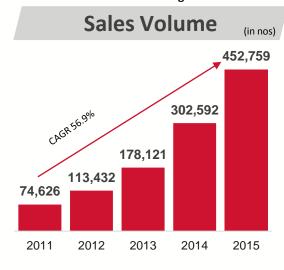


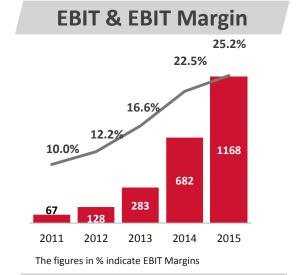


Financial Highlights - Eicher Motors Ltd. (Standalone)

All figures are for Eicher Motors Limited standalone (in Rs. cr unless specified)





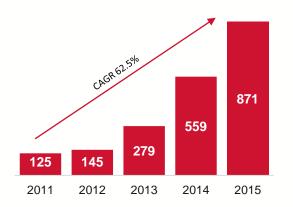


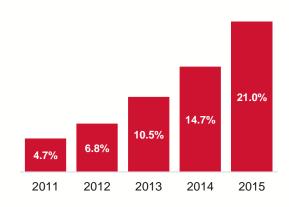
Profit After Tax

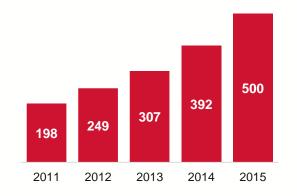
Market share* (India)

Dealer Network (India)

(in nos)

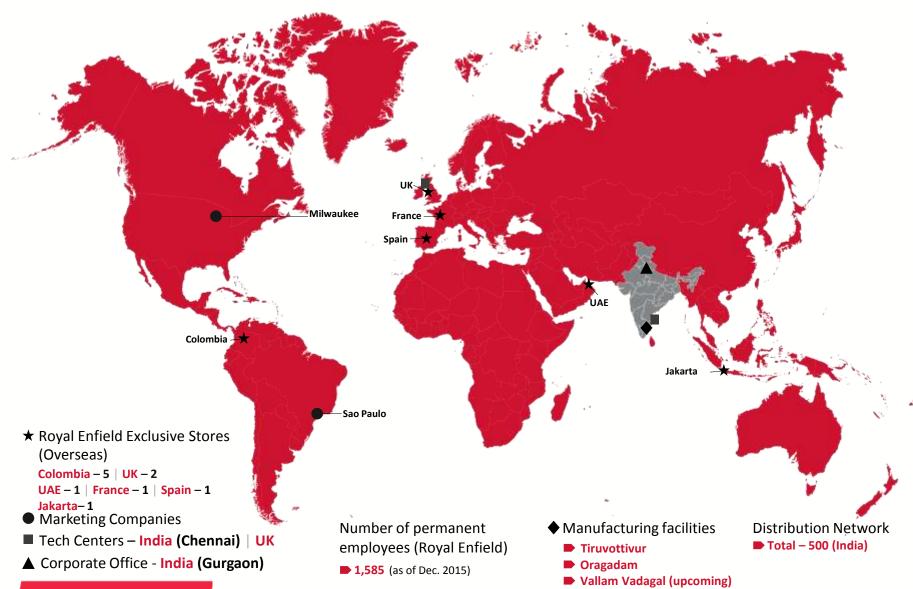








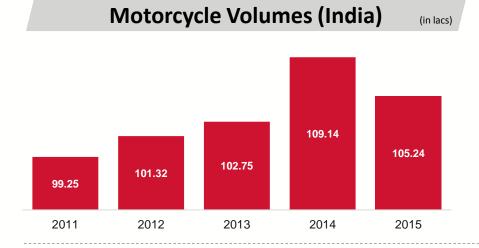
Our Footprint





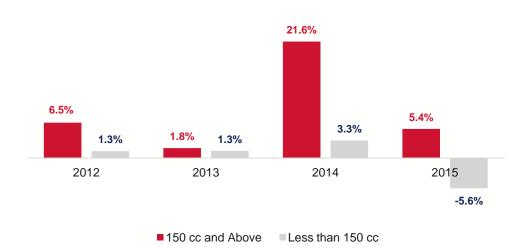
Industry Overview

Source:



India - largest motorcycle market in world

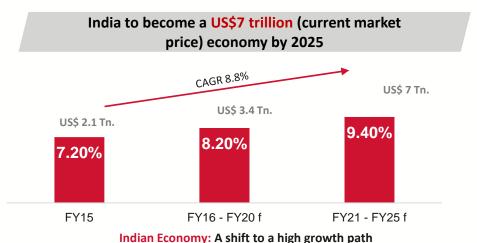
Growth rate of various motorcycle segments



Indicates growing premiumisation of motorcycle market



Opportunity – Domestic Market

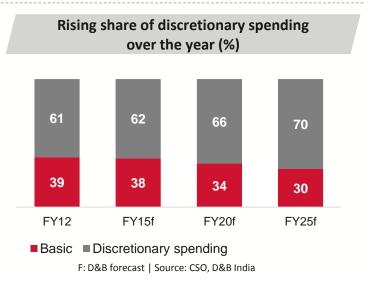


Note: Figures in the circles denotes nominal GDP in the terminal year f: D&B forecasts, data from FY16 are forecast | Source: Mospi



Source: Census of India 2001, population projection 2001-2016

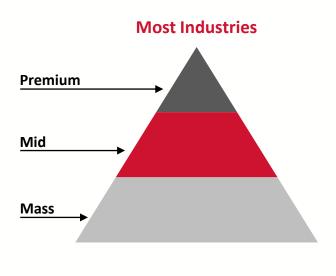
Source: United Nations report "World Population Prospects: The 2015 Revision



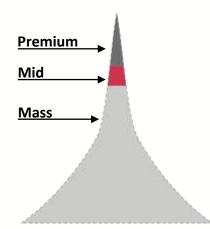


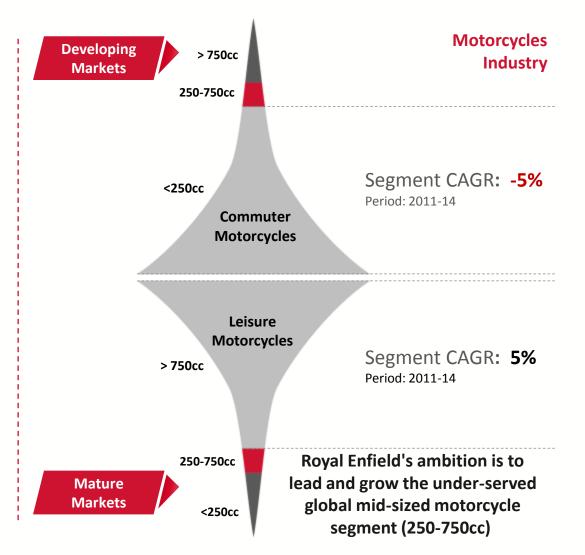
Opportunity – International Business

The Oddity of the Motorcycle Industry Globally... is an opportunity



Motorcycle Industry







Preparing for future growth



Capacity

- Phase II of Oragadam plant commissioned
- Capacity to increase to 6,20,000 in 2016
- 3rd plant proposed in Vallam Vadagal to be on stream in FY17-18
- Peak capacity to ramp up to 9,00,000 by 2018

- 2 Technology centres in Chennai and UK
- 1 new product platform in development stage in 250cc-750cc range, likely to roll out by the end of 2017

Product Development





Distribution

- New exclusive stores format introduced in India & International Market
- No. of dealers in India to increase to 600 by end the of this year



Brand - Recent Milestones

Exclusive brand stores – expanding our global footprint

- In nodal cities across the world like London,
 Madrid, Paris, Bogota and Dubai
- Bringing alive machine-love and showcasing motorcycling at its purest

Entering e-commerce – reaching riders and non-riders seamlessly

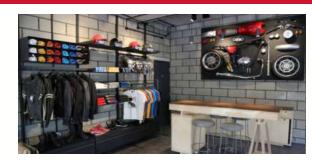
 store.royalenfield.com selling our entire range of meticulously crafted apparel and accessories

Goodwood Revival - underscoring our heritage

- The world's largest heritage automotive extravaganza held in UK; attended by over 170,000 annually; celebrating the best from the heyday of British cars, motorcycles and aircrafts
- Royal Enfield's 60's-styled bikers' café & take on period dealership received an unprecedented response

DESPATCHED! our Limited Edition tribute

- Limited edition run of the Classic; inspired by our association with the Despatch Riders of the world wars
- Design details such as imported camouflage finish, imported leather seats, and an chromeengraved limited edition plate
- Offered for booking only on royalenfield.com, this special range of 200 motorcycles was sold out in a just 23 minutes!











FEBRUARY 2016

VE COMMERCIAL VEHICLES



VECV was established in 2008 with strong parentage



EICHER STRENGTHS



VOLVO STRENGTHS

- Leadership in LD / MD segments
- Specialist skills and experience in developing low cost, better performance products
- Wide dealer network
- After sales infrastructure for LD / MD
- Cost effective operations

VECV vision

"To be recognised as the industry leader driving modernisation in commercial transportation in India and the developing world"

- Global expertise
- Leadership in product technology
- Good infrastructure facilities
- Well-defined processes and controls
- Brand image and customer relationships

Eicher transferred its CV, components and engineering solutions businesses into VECV

Volvo demerged Volvo Truck India's sales & distribution business from Volvo India Pvt Ltd.



Milestones



May 2008: Signing of definitive agreements

Jul-Aug 2008: Commencement of JV



2009: Inauguration of the new gear component plant at Dewas



2009: Launch of CSI-1 quality improvement initiative



2011: Reliability Lab Inauguration



2010: Launch of VE-series of Eicher HD trucks



2010: VTI launched FH 520 - the most powerful Volvo truck on Indian road



2012: CED paint shop inauguration



2012: VEPDC inauguration



2013: VEPT Pithampur inauguration



INVESTOR PRESENTATION FEBRUARY 2016

Milestones



2013: Pro Series launch



2013: Start of cabin production in body shop



2013: Start of production at Bus body plant at Baggad (MP)



2014: Inauguration of Eicher retail excellence center (VECV academy)



2014: Volvo Trucks launch of new range of products comprising FH, FM and FMX



2013: EEC gear plant, Dewas Unit II inauguration

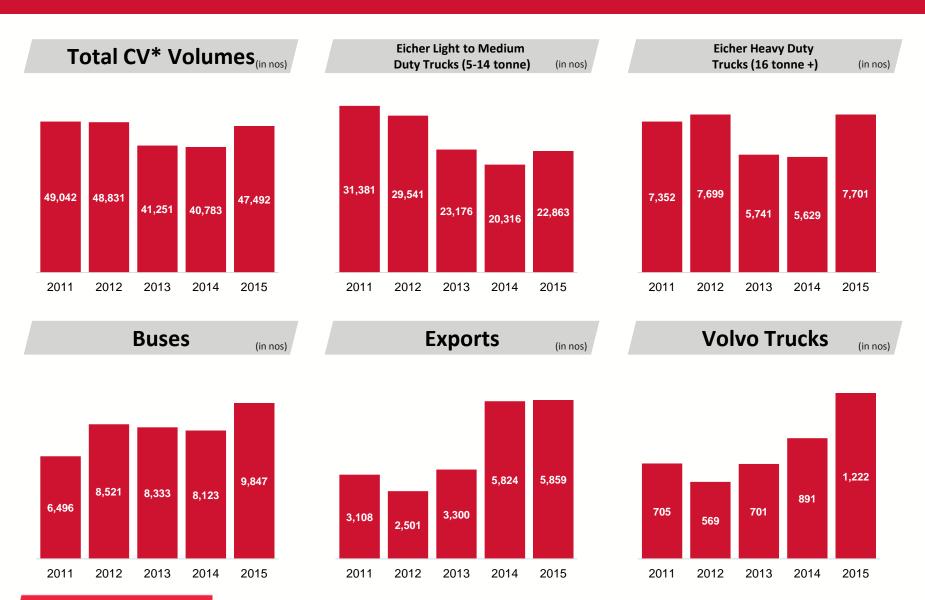




2015: Inauguration of 'Customer Experience Center' and 'Vehicle display zone'

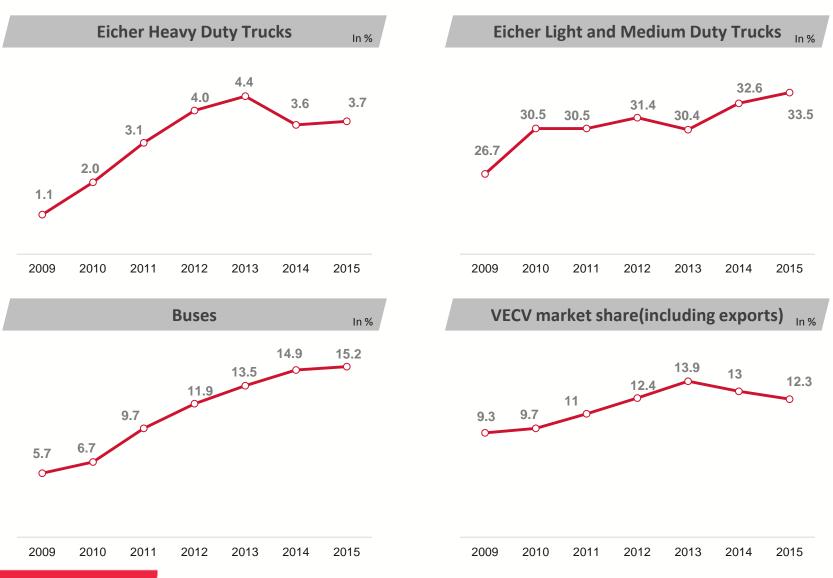


Volumes





Market Share





Financial Highlights – VE Commercial Vehicles

All figures are for VE Commercial Vehicles (in Rs. Crore unless specified)



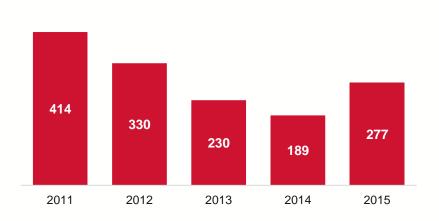
Total income from operations

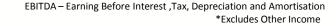


EBITDA and EBITDA Margin*



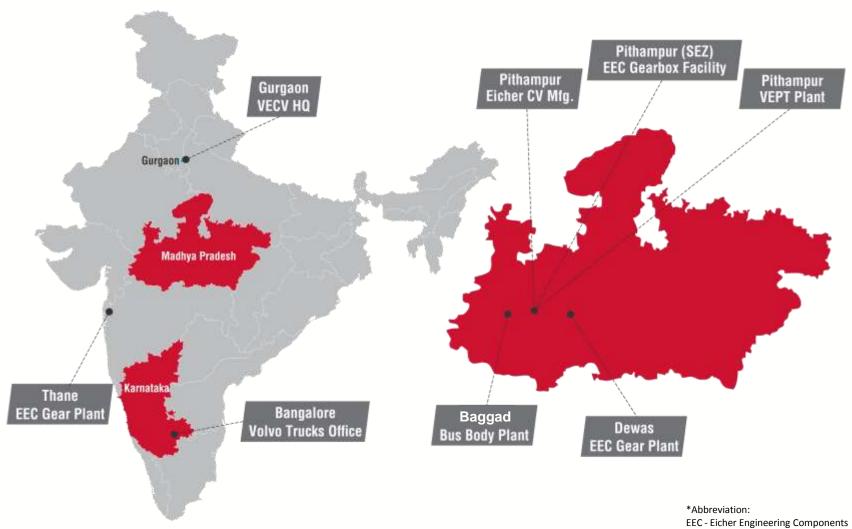
Profit After Tax







India Facilities – Manufacturing and Operations



Number of permanent employees(VE Commercial Vehicle) – 13,174*

(*Including outsourced but excluding EES, US) (as of Dec. 2015)

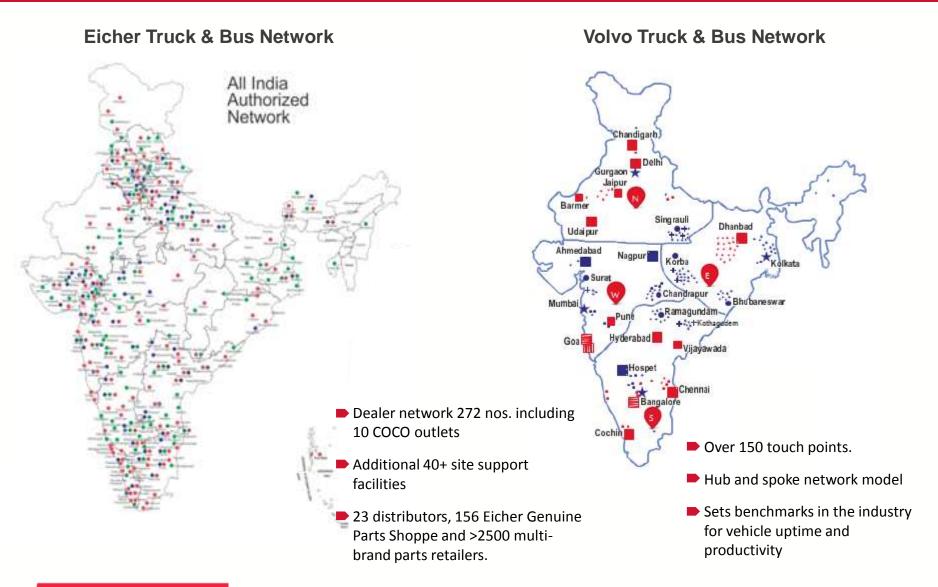


VEPT - VE Power Train

SEZ - Special Economic Zone

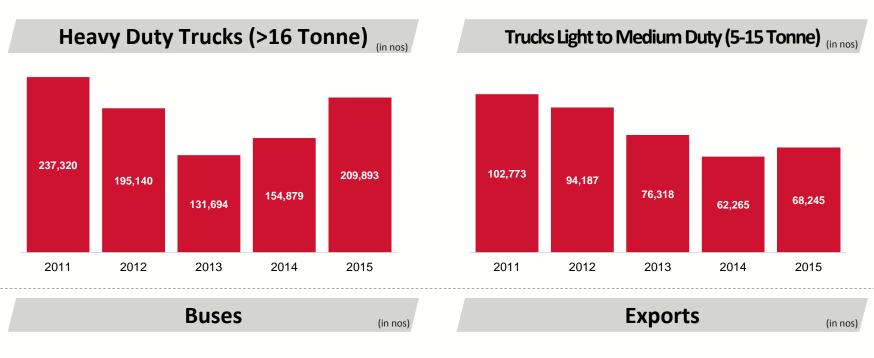
HQ - Head Quarter

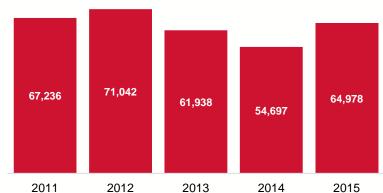
VECV Trucks and Buses Distribution network

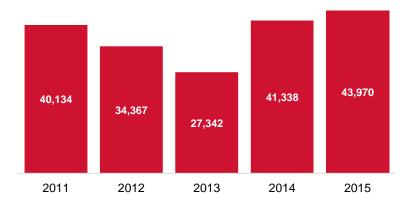




CV Industry on recovery path - led by HD trucks & exports



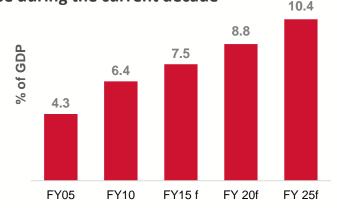






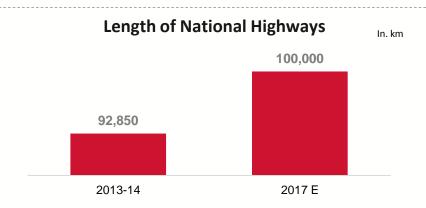
Opportunity – Infrastructure investments to boost CV industry

Investment in infrastructure expected to rise during the current decade



f: D&B forecasts Source: Planning Commission, D&B India

- India Nominal GDP @ ~2 trillion USD (2014) is 9th largest; 3rd largest by PPP at ~7.4 trillion USD
- USD 75 Billion investment in 12th five year plan '2012-17
- Continued reform, re-starting of stalled projects, favorable monetary policy and consistently low inflation expected to take India's GDP to ~8% growth level in FY17
- Road construction target of 30kms per day from 2016
- Thrust on cement roads to improve life of roads
- Several steps being taken to improve road construction execution
- Govt. plans to increase production capacity of coal to 1 billion ton by 2020 compared to present levels of ~ 600 MT in FY15
- Traffic at ports across India projected to grow at 11% CAGR during 2011-20



The National Highway Development Project (NHDP), a USD 60 Billion, seven-phase programme – one of the largest in the world – focuses on the widening, upgradation and rehabilitation of 47,054 kms of National Highways



VECV Edge

Challenges	VECV EDGE
Stricter emission & Safety	Investing early in fully-built vehicles & emission norms
Stronger regulations for overloading	Building products apt for right-load & mild over-load conditions
Better infrastructure leading to higher speeds & mileage	Building more reliable engines & driveline
Increasing influence of drivers in purchase decision	Better comfort & features for drivers
Professionalization of transportation & logistics	Value-selling, more efficient premium products, continued leadership in FE.
Growing demand in "premium domestic" segment	Vehicle quality & after market excellence



VECV Edge

Challenges	VECV EDGE
Availability of trained drivers	Driver training and regional academy
Higher dependence on logistics	Developing products aligned with evolving customer needs – Pro series
Increased pressure on initial acquisition cost	Institutionalization of cost reduction program, Frugal approach
Increasing need for safe, ergonomic, superior aesthetics in Buses	Frugal approach and inclusive innovation with Volvo collaboration
Modern technologies, features at mass market prices	World-class state of the art integrated Bus plant



Eicher LMD Trucks: steadily gaining market share

Eicher Pro 1000 series (5-14 Ton GVW)



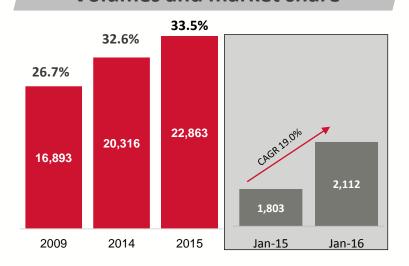






Eicher Pro 3000 series (10-15 Ton GVW)

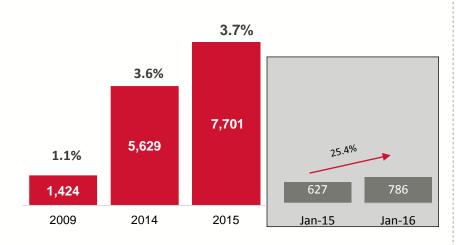
Volumes and market share





Eicher HD Trucks: to leverage full potential.....

Volumes and market share



Pro 6000 series



Pro 8000 series





Volvo Trucks Range of Products

Market leader in Premium Truck segment... Pushing the limits on what premium trucks can offer

79.6% 61.8% 1,222 900 891 1,222 Jan-15 Jan-16

Leadership in niche segments



FMX 10X4 (55 Ton dump trucks)



Mining tipper



Tunnel tipper



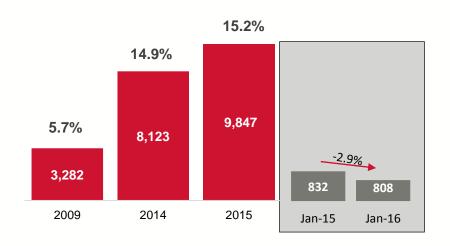
FH 520 is the flagship model of the Volvo truck range

Over dimensional cargo



Eicher Buses: strong growth...

Volumes and market share









World Class Manufacturing set up....

- Most productive plant to produce upto 66,000 trucks scalable to 100,000 trucks.
- Cab weld shop with robotic welding and integrated testing facilities
- CED paint shop best in class e-Rodip German technology with robotic painting
- Highly flexible vehicle assembly lines with right blend of technology to control critical parameters catering over 800+ variants.
- State-of-the-art bus plant spread over 46 acre set up under VECV's overriding vision of driving modernization of the Indian CV market.
- Complex and critical sub assemblies by robots, ensuring cabin without leakage and even fit and finish













VE Powertrain









- First engine plant in India producing Euro-6 compliant engine.
- Exclusive manufacturing hub for medium duty engine requirements of Volvo Group.
- Capacity scalable up to 100,000 engines
- The 5 and 8 liter engines of this platform delivers power ranging from 180 to 350 HP.
- Already started supplying Euro-6 compliant engines to Europe over 1000 per month.
- Best executed project with Volvo technology with frugal approach.



Other VECV Business Areas

Components and Engineering Solutions

Eicher Engg Components (EEC)

- Strategic supplier of drive line components to Eicher Trucks and Buses, with ambition to supply to the Volvo Group in the future
- Production facilities at: Thane, Dewas and SEZ, Pithampur





Eicher Engg Solutions (EES)

- Comprehensive product development services - Class A surfacing, CAD, CAE, prototyping, etc.
- Integrated product development with global engineering solutions delivery centers in Michigan-US, Gurgaon, Indore -INDIA, Beijing, Shanghai CHINA





EICHER POLARIS PRIVATE LIMITED



Eicher Polaris Private Ltd. was established in 2012 with strong parentage



EICHER



POLARIS

- Prominent player in Indian commercial vehicle space
- Iconic "Royal Enfield" motorcycle brand
- Proven expertise in frugal engineering and lean manufacturing

Eicher Polaris Pvt. Ltd.

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

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



Consumer: The Independent Businessman



Independent Businessmen

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

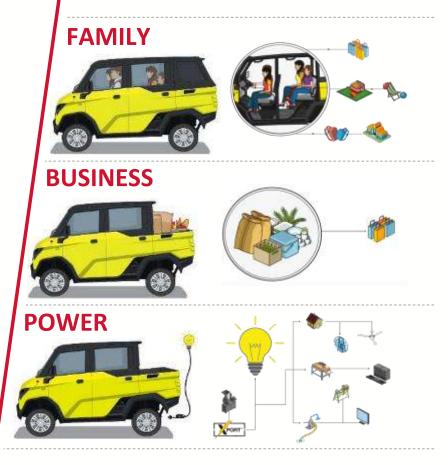


MULTIX – A ground up innovation

Multix

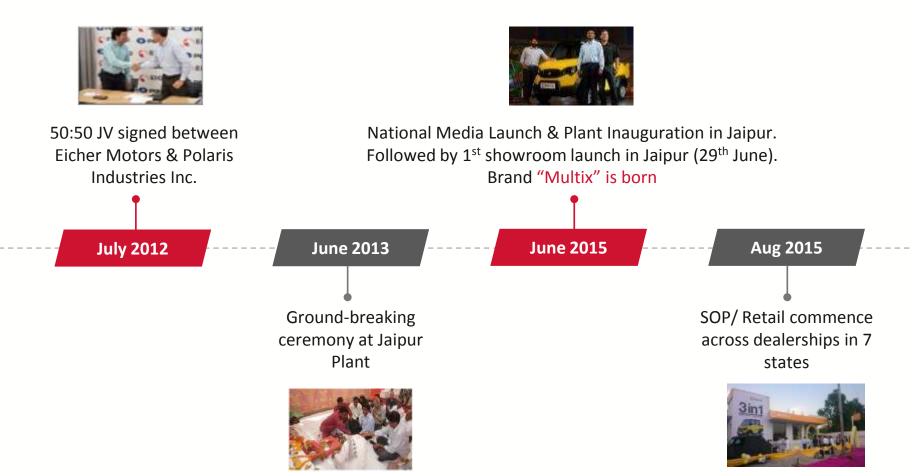
- Extremely adaptable 3 in 1 Solution
 - Comfortable seating for family of 5
 - 1918 litres of space
 - Power Generation capacity of 3KW
- Especially designed Pro-rideTM Independent Suspension & High ground clearance 225 mm delivers best in class riding experience on all kinds of roads
- Safety: Tubular 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





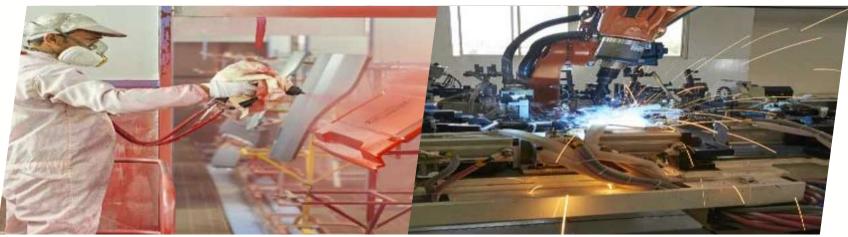
Journey: So Far





World Class Manufacturing Facility @ Jaipur

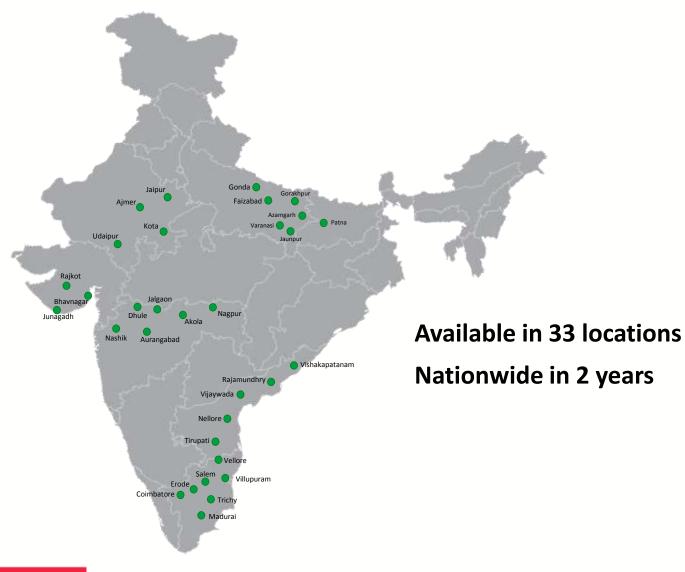




Capacity: 60,000 units per annum. Can be scaled up to 1,20,000 units Equipped with robotic weld lines and in-house paint system



Multix Distribution

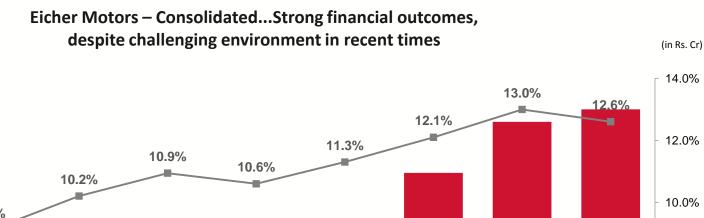


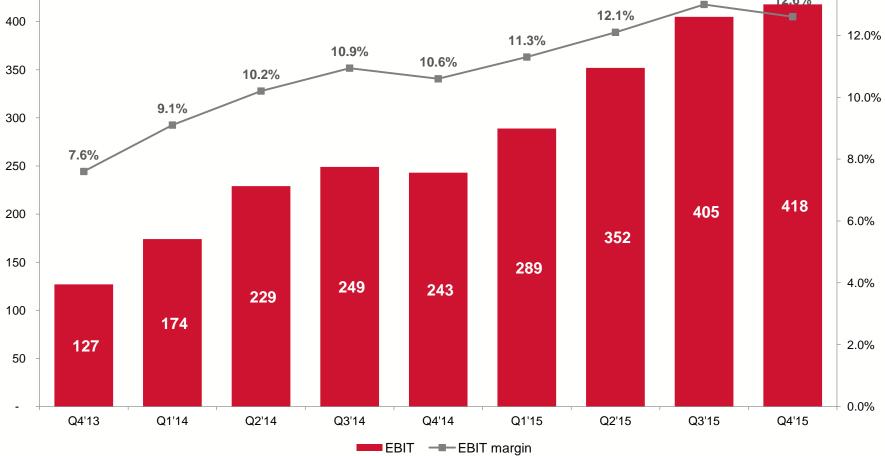


FINANCIALS



Quarterly Financial Highlights (Consolidated)

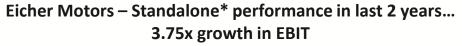




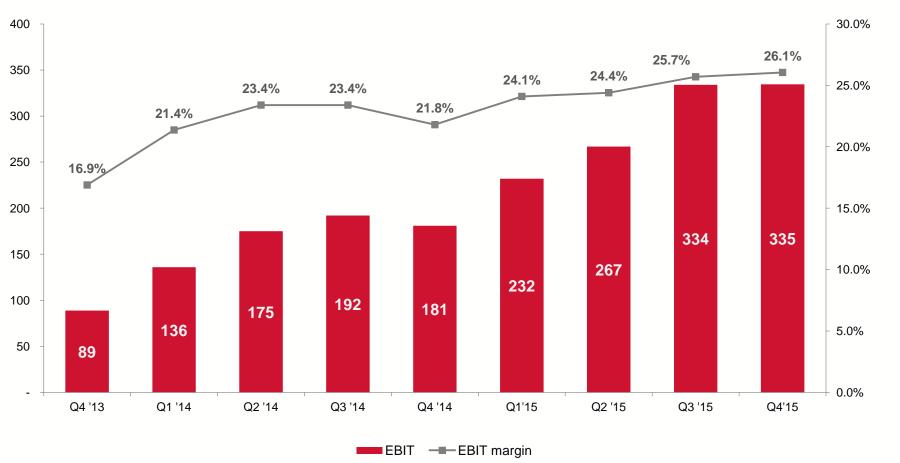


450

Quarterly Financial Highlights (Standalone)



(in Rs. Cr)



^{*} Excludes any income/expenses from Treasury operations, dividend from subsidiary company



Thank You



APPENDIX



Balance Sheet (Consolidated)

- 1	ln.	D٠	\sim
	ш	ns.	Cr.

Particulars	2010	2011	2012	2013	2014	2015
Gross Fixed Assets (including CWIP and Preoperative Expenditure)	881.61	1,341.01	2,030.35	2,762.86	3,556.16	4,425.76
Net Fixed Assets	454.71	856.71	1,496.17	2,119.73	2,728.13	3,264.96
Investments	458.59	512.62	638.45	825.41	917.09	1,601.98
Inventories	326.52	427.96	488.84	526.80	645.52	884.81
Debtors	260.93	344.58	445.87	512.50	562.17	783.39
Cash and Bank Balances	1,245.68	1,191.51	803.50	682.56	480.58	569.08
Other Current Assets	216.89	460.00	598.65	669.59	1,074.08	1,081.94
Current Liabilities and Provisions	933.21	1,397.56	1,644.94	2,061.00	2,567.30	3,238.52
Net Current Assets	1,116.81	1,026.49	691.92	330.45	195.05	80.70
Total	2,030.11	2,395.82	2,826.54	3,275.59	3,840.27	4,947.64
Share Capital	26.94	26.99	27.00	27.04	27.10	27.15
Reserves & Surplus	1,205.20	1,466.14	1,727.89	2,028.38	2,488.76	3,428.90
Net Worth	1,232.14	1,493.13	175.89	2,055.42	2,515.86	3,456.05
Minority Interest	677.41	837.65	948.46	1,039.72	1,085.06	1,173.86
Deferred Tax Liability (net)	24.92	64.46	123.19	180.45	239.35	317.74
Total	2,030.11	2395.82	2,826.54	3,275.59	3,840.27	4,947.65



Profit & Loss Statement (Consolidated)

(In Rs. Cr.)

Profit & Loss Account	2010	2011	2012	2013	2014	2015
Sales Volume:						
Commercial Vehicles (Nos.)	39,275	49,042	48,831	41,251	40,783	47,492
Two Wheelers (Nos.)	52,576	74,626	113,432	178,121	302,592	452,759
Total revenue from operations (net of excise)	4,421.26	5,684.42	6,389.89	6,809.80	8,738.32	11,923.79
Manufacturing and other expenses	4,040.18	5,095.07	5,840.87	6,096.61	7,623.54	10,116.46
Earnings before interest, depreciation & tax (EBIDTA)	381.08	589.35	549.02	713.19	1,114.78	1,807.33
EBIDTA to Net Income (%)	8.6%	10.4%	8.6%	10.5%	12.8%	15.2%
Depreciation	57.30	63.96	82.17	130.04	219.82	343.09
Earnings before interest & tax (EBIT)	323.78	525.39	466.85	583.15	894.96	1464.24
EBIT to Net Income (%)	7.3%	9.2%	7.3%	8.6%	10.2%	12.3%
Interest	9.50	7.67	3.79	7.88	9.78	8.06
Other Income	103.39	142.48	136.64	95.29	107.44	83.87
Profit before tax	417.67	660.20	599.70	670.56	992.62	1540.05
Provision for taxation	110.82	162.80	124.85	145.18	290.88	470.59
Profit after taxation (PAT)	306.85	497.40	474.85	525.38	701.74	1069.46
PAT to Net Income (%)	6.9%	8.8%	7.4%	7.7%	8.0%	9.0%
Minority Interest	117.93	188.63	150.59	131.44	86.38	126.08
Profit after taxation and minority interest	188.92	308.77	324.26	393.94	615.36	943.38



Glossary

9M – Nine Months ended on 30th September

CAGR – Compounded Annual Growth Rate

Consolidated – Consolidated includes financials of Royal Enfield, VE Commercial Vehicles & 50% of Eicher Polaris Pvt. Ltd.

CV – Commercial Vehicles

CY - Calendar Year

DIIs – Domestic Institutional Investors

E – Estimated

EBIT – Earnings Before Interest and Tax

EML – Eicher Motors Limited

EPPL – Eicher Polaris Private Limited

FIIs - Foreign Institutional Investors

HD – Heavy Duty

JV - Joint Venture

LCV – Light Commercial Vehicles

LMD – Light to Medium Duty

M&HCV – Medium and Heavy Commercial Vehicles

Market Share - Market share in India calculated ex-exports volumes

MD – Medium Duty

MDE - Medium Duty Engine

Mid Size segment – 250cc-750cc

PUV – Personal Utility Vehicles

RE - Royal Enfield

ROA – Return on Assets = Profit After Tax / Avg Assets

ROCE – Return on Capital Employed = EBIT/Avg Capital Employed*

* Capital Employed includes Shareholder Funds + Non Current Liability only (ie. Total Assets - Current Liability)

Standalone – 100% Business of Royal Enfield

Stores – Exclusive Royal Enfield Stores in India

Total Revenue – Revenue from Operations (excluding other income)

UCE – Unit Construction Engine

VECV – VE Commercial Vehicles

