

BUSINESS HIGHLIGHTS



The New Multix from Eicher Polaris Private Limited

Eicher Motors Limited's 50:50 joint venture with Polaris Industries Inc. – Eicher Polaris Private Ltd (EPPL) launched Multix- a new 3-in-1 vehicle in June 2015. With Multix, EPPL intends to create a new category of Personal Utility Vehicles. With its manufacturing operations based in Jaipur, Rajasthan, EPPL has been expanding its distribution net work across its target markets. It is now present in 34 locations across 8 states and continues to build its distribution network.

Multix has received a lot of interest amongst its target customers and has a strong funnel of potential customers now. The target customers of this vehicle are the independent business owners who can now own a vehicle which provides multi utility for their business. This vehicle combines three distinct utilities, passenger, cargo transport and generation of power upto 3KW - a first in the industry.

MANUFACTURING OPERATIONS

Located in the industrial area of Kukas on the outskirts of Jaipur, this state – of – the – art manufacturing plant equipped to produce 60,000 units per annum which can be expanded to 120,000 units per annum. EPPL has deployed automated solutions at many points in its manufacturing operations

Spread over an area 2000 sq.mts, the wield shop has best in class robotic wield line to do high speed wielding, thereby saving time and cost. To reduce down time, the shop is connected with online trouble shooting through Ethernet facility. Safety being of utmost importance, hence, in order to avoid accidents anti – collision sensor are installed that ensures zero fatalities. For faster program change and reduce set up change, the shop also has digital control & process optimization.

At Eicher Polaris Private Ltd. quality is of utmost priority, hence, the plant has installed high end 3D CMM and metrology lab as to check components quickly and accurately. It also has systematic quality assurance system to ensure customer satisfaction towards product quality. The plant has excellent endurance test track to test vehicles performance along with its durability via accelerated testing.

ABOUT MULTIX:

With versatility at its heart, Multix offers the unique power of extreme adaptability to consumers. It is designed and engineered to suit family, business and power generation needs of 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 litres. In just 3-minutes, the vehicle can be configured for seating a family to larger boot space in order to cater to the business needs of the consumer.

Built through extensive consumer study, Multix is a differentiated vehicle. 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 ride experience on all kinds of roads. It has a unique tubular frame structure and Roll-Over Protection System (ROPS) that provides structural stability. The vehicle delivers superior energy efficiency & durability through its Flexituff™ body. It has undergone over 18,00,000 km equivalent of rigorous testing for off-road reliability, safety & durability and has been tested on one of the world's toughest testing tracks in abroad as well as in India on specially built test tracks.

The four –stroke, direct – injection diesel engine delivers a mileage of 28.45 kmpl. The body is made of Flexituff™, a highly durable material,



The Eicher Polaris Private Limited plant at Jaipur, India

restraint to rust, and easy to repair at affordable rates. Multix needs very little attentions – a promising quality in any partner, on or off the road.

Multix’s body is highly durable and damage - resistant. Its tubular frame is built to withstand accidents. Its robust inner frame keeps passengers well protected. Multix is built to tackle the roughest terrain with ease, making safety a standard fitment.

With 122 mm of legroom and ample cabin space, Multix is ideal for long – distance and daily travel. It can seat up to 5 people. Its adjustable seats can be used to create extra room for business trips. Combine this with a bump – free ride, with comfort like never before.

Rugged lines and sharp angles mark Multix’s tubular frame body. The body emphasizes its height and muscle.

With X-PORT™ - most unique and exiting features power-take-off feature of Multix, which can generate power up to 3 KW, and unlock the potentials of independent businessmen, as it can be used for lighting homes and powering professional equipment such as drilling machines, DJ systems, water pumps and more. Thus, resulting in Versatility, Utility and Electricity!

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EPPL has started its retail operations in August 2015. For the financial year under review, EPPL sold 921 units. Its revenue from operations were Rs. 18.62 crores for the period ended March 31, 2016. Earnings before depreciation and tax was Rs. (61.03) crores.

Multix on the assembly line at the Eicher Polaris Private Limited plant



CUSTOMER TESTIMONIALS

Shiv Shankar Patel

SHOP KEEPER, VARANASI

My shop is well stocked now, I sell stationery, hardware, and other goods and pick up all these goods from different markets. Now I own my own vehicle, to transport goods, I dont have to overstock and I make an extra profit of Rs 7,000 per month.

Sanjay S

CONSTRUCTOR, COIMBATORE

Great for my construction business, acts like a car and thinks like a truck. I dont depend on multiple vehicles to transport my labour and construction material anymore. Multix helps me transport both together. With its independent suspension, Multix drives smoothly even on bad roads. Now I can take my prospective buyers for site visits in Multix.

Santosh Vatare

RO DISTRIBUTOR, NASIK

I dont take a car to office. My office is my car. Multix is my demo van. My equipment is safe, my business is growing and I earn an extra Rs 7,500 per month.

Lekhraj

SWEET SHOP OWNER, JAIPUR

I have more control over my business. Earlier I had to incur more costs as I had to hire two vehicles, but now I end up saving almost Rs 8,000 with my very own transport.

Chandeswar Singh

DOCTOR, PATNA

Help is never far away from my mobile clinic. I have a reliable partner with Multix. Bad roads or distance are not a problem for me. I can organise medical camps even in remote places where there is no electricity or water.