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OVERVIEW OF PERFORMANCE

EICHER POLARIS PRIVATE LIMITED

A JOINT VENTURE OF THE COMPANY



BUSINESS HIGHLIGHTS



Eicher Motors Limited's 50:50 joint venture with Polaris Industries Inc. - Eicher Polaris Private Ltd (EPPL) launched Multix- India's first personal utility vehicle that combines personal mobility with cargo carrying capacity and power generation, 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 network across its target markets.

EPPL started its retail operations in August 2015. For the financial year under review, EPPL sold 1640 units. Its net revenue from operations were Rs. 37.31 crores for the year ended March 31, 2017. Earnings before Interest, Depreciation and Tax was Rs. (64.54) crores.

The distribution has been expanded steadily. The dealer count expanded from 30 dealers to 74 dealers. The distribution network now covers several new markets like Kerala, West Bengal, Odisha, Jharkhand and Assam.



The product is being appreciated for its versatility in international markets. Establishing distribution in international markets like Nepal, Bangladesh is in full swing. Given increasing acceptance of the product in India and abroad, the company expect steady growth in the years to come.

CUSTOMER TESTIMONIALS



“Multix has become my mobile vegetable shop and is helping me to sell in nearby and remote villages. It is very convenient to load and unload material on Multix and its distinctive look attracts more customers.”

Kaliyappan G Gopal
Salem, Vegetable Seller



“We use Multix to take Cables, Tools and labourers to the site. Some of the customer locations have very bad roads and the independent suspension of Multix comes very useful. It is helping us to cover remote areas without vehicle breakdown issues.”

Santosh Somanandan
Ernakulam, Cable Service Provider



“I wanted a Family cum Business Vehicle fitting my budget ever since I saw Tata Xenon & Isuzu Dmax. Multix perfectly met my requirements. The load carrying capacity and mileage is far better than Maruti 800, which I used earlier. With Mutlix, I was able to save Rs. 90,000 in the first 6 months.”

Velusamy Kandasamy
Namakkal, Organic Food Farmer



“There is enough space at the rear to carry the produce. I can simply fold the rear seats and carry more material when required. The high ground clearance of Multix enables me to reach inside the farmland easily. It is also suitable for my family of 5.”

Paul PJ
Perumbavoor, Plantation Business