

Eicher Polaris unveils personal utility vehicle

Multix priced up to ₹2.72 lakh targets the 'independent businessman'

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Eicher Polaris launched the Multix personal utility vehicle here on Thursday targeted exclusively at the 'independent businessman'.

The Multix has two versions priced at ₹2.32 lakh and ₹2.72 lakh (ex-showroom Jaipur) and will hit the roads in August. The plan is to produce 60,000 units annually at the Jaipur plant and this number can be scaled up to twice as much depending on market response to the offering.

The project has involved a cost outlay of ₹350 crore largely towards product development and readying a top-class facility, which was originally home to Royal Enfield.

Mobility needs

The Multix can comfortably accommodate five people with luggage. Space can be

quickly adapted to squeeze in more baggage, if needed. According to the company, the diesel-powered vehicle delivers 28 kilometres to a litre.

The Multix also comes with X-Port, a power takeoff point which can generate up to 3 KW and will come in handy for applications such as drilling and pumping water.

This feature was introduced keeping in mind erratic power supply in those markets the Multix is primarily targeted which are small cities and towns.

In its preparatory study for the project, Eicher Polaris estimated that there are nearly 5.8 crore such independent businessmen across India whose mobility needs are clearly underserved.

They could be in a range of professions spread across cities, towns and villages.

"We want to target this customer as his current options



are suboptimal for his needs," said Siddhartha Lal, Managing Director & CEO, Eicher Motors.

Extensive survey

From Eicher Polaris' point of view, the independent businessman is a son-of-the-soil who loves his town and has no intentions of leaving it.

He is ambitious and keen to grow his business. It was quite evident from this extensive

survey that the two-wheeler was not adequate for this person's family in terms of space or safety. Likewise, cars would have no utility for his business and only become an indulgence of sorts.

"What he needs is something for his family which can cater to both business and personal needs," added Lal.

This is where Eicher Polaris is betting big on the Multix to make the difference in per-

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sonal mobility for the independent businessman and his family. The company will kick off with 30 city dealerships as the first phase of the selling process before getting into a larger pan-India presence.

Eicher Polaris is an equal joint venture between Eicher Motors and Polaris Industries of the US. The two plan to retail a range of personal vehicles in India and other emerging markets.

(The writer is in Jaipur at the invitation of Eicher Polaris)