

### **Eicher JV with Polaris**

NEW DELHI, 24 JULY: Commercial vehicle maker Eicher Motors today announced its entry into the personal vehicle segment in collaboration with US-based Polaris Industries. The firms have formed a 50:50 joint venture company which will invest Rs 250 crore in the next three years to set up a manufacturing facility. The JV is currently exploring a location in India to set up the plant to roll out "personal vehicles" by 2015 for the domestic as well as overseas markets. **pti**