



Multix can easily adapt to needs of the consumer from being a family vehicle to load carrier, says Siddhartha Lal (left), MD and CEO, Eicher Motors. Radesh.C.Verma, CEO, Eicher Polaris Pvt. Ltd. and Mike Dougherty (right), VP-Asia Pacific & Latin America, Polaris Industries Inc. are also seen. -

PHOTO: BY SPECIAL ARRANGEMENT

Eicher Polaris JV launches personal utility vehicle

Yuthika Bhargava

JAIPUR: Three years after it was formed, Eicher Polaris, the equal joint venture (JV) between commercial vehicle maker Eicher Motors and the U.S.-based Polaris Industries, on Thursday, launched its first product — Multix, a 4-wheel personal utility vehicle targeted at small independent businessmen. Powered by a 511-cc diesel engine, Multix is priced between Rs.2.32 lakh and Rs.2.72 lakh (ex-showroom Delhi).

The product, billed as India's first personal utility vehicle by the company, can seat a family of five with luggage, and can also be adapted to create a large luggage space.

It is also equipped with a power take-off point, which can generate power of up to 3 KW that can be used for lighting homes and powering equipment such as drilling machines and water pumps.

"We have over 5.8 crore individual businessmen in the country, whom we are targeting. Multix can easily adapt to needs of the consumer from

The joint venture has so far invested about Rs.350 crore in Jaipur's plant and product development.

being a family vehicle to load carrier," Siddhartha Lal, Managing Director and CEO, Eicher Motors, said.

The vehicle is available in two variants, and claims to offer a fuel efficiency of 28.45 kmpl on diesel.

Initially, it will be launched in 30 cities, most of which are Tier-II cities. The company aims to have a pan-India presence in the next 24 months. The delivery for the Multix will start in August.

The manufacturing facility at Jaipur has a capacity to produce 60,000 units, which can be increased to 1.20 lakh units.

On export plans, Mike Dougherty, Vice-President, Asia Pacific & Latin America, Polaris Industries, said: "not currently. These products are made for Indian conditions and the opportunity here is huge."