



For Immediate Release:

Eicher Motors Limited announces Annual Results for CY 2014

~For CY ending December 2014, highest ever total income from operations recorded at Rs. 8738.3 crores, and highest ever operating profit (EBIT) of 10.2% ~

~Dividend recommended at 500 %~

New Delhi, February 16, 2015:

Eicher Motors Limited announced the audited consolidated financial results for the fourth quarter and year ended December 31, 2014.

The Board of Directors at Eicher Motors Limited approved the results with the performance highlights as follows:

Consolidated Results CY 2014 as compared to CY 2013 and Q4 2014 as compared to Q4 2013:

	CY 2014	CY 2013	%Growth	Q4 2014	Q4 2013	% Growth
Total Income from operations	8738.3	6,809.8	28.3%	2293.8	1,679.5	36.6%
Earnings before interest and tax (EBIT)	894.9	583.2	53.4%	243.1	127.2	91.1%
EBIT %	10.2%	8.6%		10.6%	7.6%	
Profit After Tax	701.7	525.4	33.5%	180.9	121.2	49.3%

Note:

- All figures are Rs.crores except where specified

Standalone Results CY 2014 as compared to CY 2013 and Q4 2014 as compared to Q4 2013:

	CY 2014	CY 2013	%Growth	Q4 2014	Q4 2013	% Growth
Total Income from operations	3031.2	1702.5	78.0%	828.2	527.9	56.9%
Earnings before interest and tax (EBIT)	683.4	283.3	141.2%	180.5	89.2	102.4%
EBIT%	22.5	16.6%	-	21.8%	16.9%	-
Profit After Tax	558.9	278.6	100.6%	124.1	67.0	85.2%

Note:

- All figures are Rs. crores except where specified

Eicher Motors Limited (EML) reported the following sales numbers and market share (MS) across both its divisions – Royal Enfield and EML’s 50:50 joint venture with the Volvo Group – VE Commercial Vehicles (VECV)

Volumes CY 2014 as compared to CY 2013 and Q4 2014 as compared to Q4 2013:

	Q4 2014	Q4 2013	MS 2014 (%)	MS 2013 (%)	CY 2014	CY 2013	MS 2014 (%)	MS 2013 (%)
VE Commercial Vehicles (VECV)								
Eicher Heavy Duty Trucks (16 Tonne and above)	1439	1,024	3.4%	3.9	5629	5,741	3.6%	4.4
Eicher Light and Medium Duty Trucks (5Tonne-14Tonne)	5218	4,957	32.8%	33.3	20316	23,176	32.6%	30.4
Eicher Buses (5 Tonne and above)	1083	956	11.1%	10.8	8123	8,333	14.9%	13.5
Total Domestic Sales- Eicher Trucks and Buses (5 Tonne and above)	7740	6,937	11.4%	13.9	34068	37,250	12.5%	13.8
Exports	1488	1115	-	-	5824	3300	-	-

Volvo Trucks	264	215	-	-	891	701	-	-
Total Sales- VECV	9492	8267	-	-	40783	41251	-	-
Royal Enfield								
Motorcycles	83829	55102	-	-	302592	178121	-	-

For the consolidated business in CY 2014, Eicher Motors Limited reported the best ever total income from operations Rs 8738.3 crores and the best ever EBIT at 10.2%.

Eicher Motor Limited – standalone, i.e. the Royal Enfield business, posted its best ever yearly performance in CY2014. The company recorded its highest ever total income from operations at Rs 3031.2 crores, a growth over 78% from Rs 1702.5 crores in CY 2013. The company significantly improved profitability posting an EBIT of 22.5% bettering 16.6% in CY 2013.

Commenting on Royal Enfield’s performance **Mr.Siddhartha Lal, Managing Director & CEO, Eicher Motors Limited** said, “Royal Enfield continues to grow at a phenomenal pace and this year we have achieved our best ever sales of over 300,000 units. In 2015, we plan to manufacture 450,000 units. With a view to become the leader in the global mid-sized motorcycling, Royal Enfield will build two new technology centers. The larger one will be at a new 4.5 acre property that we have acquired on Old Mahabalipuram Road in Chennai, and will be operational by Q2 2016; a smaller satellite center is being set up in Leicestershire, UK, and will be operational by the end of 2015. These technology centres will significantly enhance our capability to execute our long term product strategy. Our immediate business outlook is strong, and we are continuing to invest in all strategic areas for long term growth”

Royal Enfield continued with its strategic focus on international markets, strengthening its presence in key markets like UK, Europe, US and Colombia in 2014. Royal Enfield launched its first ever exclusive store in London in May and recreated the historic Top to Tip ride in UK on Continental GT’s, to mark the launch. Royal Enfield also participated in several classic events such as the Isle of Man Classic TT in August and Goodwood Revival festival in September, previewing its despatch rider inspired gear collection in the latter. Even in Europe, Royal Enfield showcased its motorcycles and gear at key auto shows such as INTERMOT in Germany and EICMA in Italy. In addition, Royal Enfield announced KSR Group as its new distributor in Germany. In France, Royal Enfield participated at the Wheels and Waves festival in May that draws surfing and motorcycling enthusiasts across Europe.

In July 2014, Royal Enfield announced its strategic entry to Colombia with the appointment of the Corbeta Group as its exclusive distributor and future CKD partner in the country. Subsequently the product range was launched in November 2014 at the auto show in Bogota. In US, Royal Enfield organised burn-up on Continental GTs in New York and Los Angeles and was also present in the Bonneville Speed week in July where ace performance tuner Matt Capri, brought two specially modified Continental GT’s for a burn-up on the Bonneville Salt Flats. Back in India, the biggest gathering of Royal

Enfield riders – Rider Mania 2014, the most definitive motorcycling festival in India saw participation of over 5000 enthusiasts across the country.

Towards building a truly global team, in 2014 Royal Enfield also announced several key hires such as Rod Copes, President North America, famous motorcycle designer- Pierre Terblanche and more recently, in Jan 2015, Rudratej Singh, President Royal Enfield.

Commenting on VECV, **Siddhartha said** “After three years of the deep downturn, the CV industry seems to have bottomed out in Q4 of 2014 with early signs of revival seen in a few segments of the industry. We hope that this trend will strengthen and gain momentum in coming years. I strongly believe that VECV is in a good position to take the maximum advantage of this recovery.

During the downturn, VECV continued to implement its strategic initiatives with full force and as a result, it is now ready with its Pro series of products for the entire 5-49 ton category. These products have been developed in full cooperation with Volvo Group, adopting the relevant Volvo Group technologies. Some of these products have already been introduced and the remaining will get introduced in 2015. The customer response to these products has been very positive. “

“Eicher Motors 50:50 joint venture with Polaris Industries continues as per plans, meeting timelines and project milestones. The product will be launched in 2015” **he further added.**

About Eicher Motors Limited:

Eicher Motors Limited (EML) is the flagship company of the Eicher Group, which was a catalyst in the green revolution in India with the production of India’s first agricultural tractor in 1959. EML is now a leading player in the Indian automotive space. Its 50-50 joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses; and is leading the path in driving modernization in commercial transportation in India and other developing markets. Eicher Motors also owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-size motorcycle segment globally. EML’s 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. is in start-up phase, and is currently designing and developing, and will soon manufacture and sell a full new range of personal vehicles. In 2014, Eicher Motors recorded its highest ever total income of INR 8738 crores (USD 1.4 billion) and is listed on the Bombay and National Stock Exchanges.

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