Eicher Polaris Private Limited was established in 2012 with strong parentage.

**Eicher**
- Prominent player in Indian Commercial Vehicle space
- Iconic “Royal Enfield” motorcycle brand
- Proven expertise in frugal engineering and lean manufacturing

**Eicher Polaris Private Limited**
- 50:50 JV signed on July 24, 2012
- Investment till date: INR 420 Cr
- Launched India’s First personal utility vehicle (PUV) Multix, an extremely adaptable 3 in 1 solution

**Polaris**
- Leader in power sports industry
- Proven track record of creating categories
- Excellent product development capabilities and world class reliability
Journey - So Far

July 2012
- 50:50 JV signed between Eicher Motors & Polaris Industries Inc.

June 2013
- Ground-breaking ceremony at Jaipur Plant

July 2012
- National Media Launch & Plant Inauguration in Jaipur. Brand "Multix" is born

June 2013
- Retail commence across dealerships in 7 states
Consumer - The Independent Businessman

Independent Businessman
Factory owner, Construction contractor, Caterer, Fancy store owner, Farm house owner, Grower/ sellers of perishable products, Technical service providers etc

Owens a 2 wheeler. Regularly hires various kinds of 4 Wheelers to meet his day to day business/ family needs

Current 4 wheeler options are sub-optimal
Some work for family & others for business. None works for both

What does he need
One Vehicle solution for both Family + Business Needs

Estimated Population: 5.8 Crores
MULTIX - A ground up innovation

MULTIX

- Extremely adaptable 3-in-1 Solution
  - Comfortable seating for family of 5
  - 1918 litres of space
  - Power Generation capacity of 3KW
- Especially designed Pro-ride™ Independent Suspension & High ground clearance
  225 mm delivers best in class riding experience on all kinds of roads
- Safety: Tubular frame structure and Roll-Over Protection System (ROPS) provides structural stability and reinforced safety
- Powered by proven and reliable diesel engine delivering Fuel Efficiency of 28.45 Km/ltr
- With starting price of Rs.2.32 lacs (ex showroom Jaipur), Multix offers unmatched value

EICHER
MULTIX - Creating its own Market

Making significant difference to consumer’s life
World Class Manufacturing Facility @ Jaipur

Capacity: 60,000 units per annum. Can be scaled up to 1,20,000 units

Equipped with robotic weld lines and in-house paint system
MULTIX - Distribution

Available in 30 locations
Nationwide in 2 years
Thank You