



For Immediate Release:

Eicher Motors Limited announces Annual Results for CY 2013

~For CY ending December 2013, highest ever total income from operations recorded at Rs. 6809.8 crores, and highest ever operating profit (EBIT) of Rs 583.2 crores ~

~ Royal Enfield revises production target for 2014 upwards to 280,000 units; fresh investment of Rs 600 crores over CY 2014-15 towards capacity expansion and new products ~

~Dividend recommended at 300%~

New Delhi, February 13, 2014:

Eicher Motors Limited announced the audited consolidated financial results for the fourth quarter and year ended December 31, 2013.

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

Consolidated Results CY 2013 as compared to CY 2012 and Q4 2013 as compared to Q4 2012:

	CY 2013	CY 2012	%Growth	Q4 2013	Q4 2012	% Growth
Total Income from operations	6,809.8	6,389.9	6.6%	1,679.5	1,653.6	1.6%
Earnings before interest and tax (EBIT)	583.2	466.9	24.9%	127.2	93.5	36.1%
EBIT %	8.6%	7.3%		7.6%	5.7%	
Profit After Tax	525.4	474.9	10.6%	121.2	105.2	15.3%

Note:

- All figures are Rs. crores except where specified

Standalone Results CY 2013 as compared to CY 2012 and Q4 2013 as compared to Q4 2012:

	CY 2013	CY 2012	%Growth	Q4 2013	Q4 2012	% Growth
Total Income from operations	1702.5	1049.3	62.3%	527.9	296.7	77.9%
Earnings before interest and tax (EBIT)	283.3	128.3	120.9%	96.6	29.4	228.2%
EBIT%	16.6%	12.2%		18.3%	9.9%	
Profit After Tax	278.6	144.8	92.5%	74.4	34.2	117.9%

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 2013 as compared to CY 2012 and Q4 2013 as compared to Q4 2012:

	Q4 2013	Q4 2012	MS 2013 (%)	MS 2012 (%)	CY 2013	CY 2012	MS 2013 (%)	MS 2012 (%)
VE Commercial Vehicles (VECV)								
Eicher Heavy Duty Trucks (16 Tonne and above)	1,024	1,887	3.9	5.2	5,741	7,699	4.4	3.9
Eicher Light and Medium Duty Trucks (5Tonne-14Tonne)	4,957	7,591	33.3	35.0	23,176	29,541	30.4	31.4
Eicher Buses (5 Tonne and above)	956	1,368	10.8	11.7	8,333	8,521	13.5	12.0
Total Domestic Sales- Eicher Trucks and Buses (5 Tonne and above)	6,937	10,846	13.9	15.6	37,250	45,761	13.8	12.7
Exports	1,115	696	-	-	3,300	2,501	-	-

Volvo Trucks	215	193	-	-	701	569	-	-
Total Sales- VECV	8,267	11,735	-	-	41,251	48,831	-	-
Royal Enfield								
Motorcycles	55,101	31,968	-	-	178,121	113,432	-	-

Commenting on the company's performance **Mr. Siddhartha Lal, Managing Director & CEO, Eicher Motors Limited** said, "While the industry continues with its down trend given the Indian economic scenario, Eicher Motors has once again reported a robust financial performance. For CY 2013, we have recorded our highest ever total income from operations at Rs 6,809.8 crores. We have also recorded our highest ever operating profit of Rs 583.2 crores for the same period."

On VECV's performance **Mr Lal said**, "We continue to work towards increasing our overall market share in commercial vehicles through our 50:50 joint venture with the Volvo Group – VE Commercial Vehicles Limited. For CY 2013, while the industry declined by 32.5%, we improved our Heavy Duty market share to 4.4% from 3.9% in CY 2012. In addition, we have also continued with our strong performance in the bus segment where we have improved our market share to 13.5% in CY 2013 from 12.0% in CY 2012."

Eicher Motors Limited reported its best ever standalone results- relating entirely to Royal Enfield motorcycle operations, with record quarterly and annual financial numbers. For CY 2013, the total income from operations registered a growth of 62.3% at Rs 1702.5 crores, as compared to Rs 1049.3 crores in CY 2012. At Rs 278.6 crores, the profit after tax for CY 2013 recorded a phenomenal growth of 92.5% over Rs 144.8 crores in CY 2012. Even for the quarter, the standalone business reported the highest ever profit after tax of Rs 74.4 crores, an increase of 117.9% over the corresponding period last year.

Speaking on Royal Enfield's performance **Mr Lal said**, "Royal Enfield has again had a fantastic year and continues to grow from strength to strength. We have registered a year-on-year unit sales growth of 57% with record sales of 178,121 units in CY 2013 as compared to 113,432 units in CY 2012. Our operating margin (EBIT %) for Q4 2013 has improved to 18.3% from 9.9% in Q4 2012 as we continue to extract operating leverage from the business."

Concluding his remarks on the annual results for CY 2013, **Mr Lal said**, "2013 has been a very significant year for Eicher Motors across all its businesses. While our stellar business model has ensured profitability even in this difficult period, its success has also enabled us to invest in our future- by building world-class infrastructure and introducing highly differentiated cutting edge products. As we work towards meeting our long term business objectives and goals, to mirror our growth and future direction, we have refreshed Eicher's visual identity. The new identity captures the brand's growth trajectory with a forward tilt element. The Eicher logo unit consisting of the word mark and the horse

head is now leaner and sharper as compared to the previous unit. Eicher red has been identified as the corporate brand color while the product brand, used by VECV's Eicher Trucks and Buses (ETB) division will also have a shade of blue with the Eicher red. In addition, a full new look-feel system has been created to complete the visual identity. The refreshed identity will be rolled out across various internal and external touch-points in a phased manner, starting this month."

"In December 2013, VECV's Eicher Trucks and Buses division (ETB) launched the future of Indian trucking with the introduction of its "Pro series" range of trucks and buses, ranging from 5-49 tonne. This was a giant step for us. The next generation of Eicher trucks and buses aims to continuously improve transportation efficiency in India and the developing markets via relevant modernization, thereby reducing logistics costs for goods and people leading to economic growth and productivity. Earlier in 2013, VECV's Medium Duty Engine Plant (MDEP) at Pithampur, Madhya Pradesh began commercial production. The MDEP plant will produce 5 and 8 litre Euro VI compliant base engines for Volvo's global requirements. In addition, the same base engine will be used to produce the most advanced BS III & IV compliant engines for Eicher's heavy duty trucks and buses for Indian and export markets. This engine platform gives us a distinct competitive advantage in the industry", **he added.**

"At Royal Enfield, we introduced the Continental GT in November 2013 in India. It is the lightest, fastest, most powerful Royal Enfield in production and possibly the most engaging mid-size motorcycle out there. At the India launch in Goa, a new colour variant – GT Yellow was showcased alongwith the GT Red. The event was attended by over 100 journalists, who have lauded the bike with rave reviews. The India launch combined with the hugely successful global launch of the Continental GT in September 2013 in UK has generated tremendous global response to the bike. A range of Continental GT inspired accessories and apparel was also introduced with the bike. In India, the Continental GT has won several awards including the *Indian Motorcycle of the Year (IMOTY) for 2014*, *Best Motorcycle of the Year upto 1000cc* and *Best Design of the Year* at the NDTV Car & Bike awards. In another big win, CNBC- Overdrive declared Eicher Motors Limited as the *Manufacturer of the Year*. A truly global product, the Continental GT rolls out of the new state-of-the-art plant at Oragadam, Tamil Nadu which commenced commercial production in April 2013. Given the growing demand of its motorcycles worldwide, we are working towards maximizing the production at Oragadam that will take the eventual production to over 500,000 per year. The next phase of expansion at Oragadam is already underway and expected to be completed by end of CY 2015. We will be making an investment of Rs 600 crores in Royal Enfield towards capacity expansion and development of new global product platforms over CY 2014-15. With this, we have also revised our production target upwards to 280,000 units in 2014. Alongwith global products and infrastructure, Royal Enfield continues to make higher investments into brand and distribution that will be pivotal for us to achieve global leadership in the mid-size motorcycle category. Earlier this month, Royal Enfield launched the first-of-its-kind concept retail store at Select City Walk, Saket, New Delhi. Designed as a bike enthusiast's living room, this new retail format showcases the brand's philosophy of "Pure Motorcycling" in every aspect of the Royal Enfield ownership experience", said **Mr Lal.**

“Eicher Motors 50:50 joint venture with Polaris Industries continues as per plans, meeting timelines and project milestones. Construction at the Eicher-Polaris plant in Jaipur continues on full swing and the expected start of production is in 2015”, he 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 2013, Eicher Motors recorded its highest ever total income of INR. 7,400 crores (USD 1.2 billion) and is listed on the Bombay and National Stock Exchanges.

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