

Transcript of the proceedings of 42nd Annual General Meeting of Eicher Motors Limited held through Video Conferencing on Thursday, August 22, 2024 at 02:00 p.m. IST

Kumud Pahuja (Moderator): A very good afternoon, everyone. I welcome all shareholders, the directors and officers of the Company to the 42nd Annual General Meeting of Eicher Motors Limited.

Mr. S Sandilya, Chairman of the Board, will chair the meeting today. Mr. Atul Sharma, Company Secretary shall assist the Chairman in conducting proceedings of this meeting from a secretarial perspective. I now request Mr. Atul Sharma to start the proceedings.

Atul Sharma (Company Secretary): Thank you. I welcome all the members to the 42nd Annual General Meeting of Eicher Motors Limited. We have 55 members attending this meeting [some of the members joined later and 83 members in total attended the meeting] and hence the requisite quorum is present. I would like to inform you that all the Directors of your Company and the Chief Financial Officer are present for this meeting. We also have with us Mr. Sanjay Vij, Ms. Sonika and Mr. Bhavesh representing M/s S. R. Batliboi & Co., Statutory Auditors of the Company. Mr. Amit Gupta from M/s AGSB & Associates, Secretarial Auditors of the Company and Mr. Vijay Gupta from M/s VKGN & Associates, who is the scrutinizer for this meeting. I would request Mr. Sandilya, Chairman to proceed with the formal agenda of the meeting.

S Sandilya (Chairman): Thank you Atul. I welcome the members to the 42nd Annual General Meeting of Eicher Motors Limited.

This AGM is being held through video conferencing in compliance with the circulars issued by the Ministry of Corporate Affairs and SEBI in this regard. As confirmed by the Company Secretary, the quorum for the meeting is present, I call the meeting to order. As explained, all the directors of the Company and the Chief Financial Officer are present. Now I will start introducing all of them:

1. Mr. Siddhartha Lal, Managing Director;
2. Mr. B Govindarajan, Whole-time Director and CEO of Royal Enfield;
3. Mr. Vinod Aggarwal, Non-Executive Director;
4. Ms. Manvi Sinha, Independent Director;
5. Mr. Inder Mohan Singh, Independent Director;
6. Mr. S Madhavan, Independent Director;
7. Mr. Tejpreet Chopra, Independent Director; and
8. Ms. Vidhya Srinivasan, Chief Financial Officer.

I will now talk about the performance of the Company for the financial year 2023-24 and briefly cover financial and business performance, new products and

geographical expansion among other highlights.

Your Company's progress on the strategic objectives, long term goals, launches, and business as usual has been strong and resilient to challenges.

Let's start with the overall business performance: Amid a volatile global economic landscape, the Indian economy stayed on a steady growth path, retaining its position as the world's fifth-largest economy. According to the Society of Indian Automobile Manufacturers (SIAM), the two-wheeler segment recorded a healthy growth of over 13.3% in domestic sales and the motorcycle industry also grew by 13.9% in the financial year 2023-24 to 116.8 lakh units. The Power, Style & Technology segment (PST), with an Engine size of more than 125cc grew by 21.6% to 28.1 lakh units and now contributes to 24% of the overall motorcycle volume as against 22.6% in financial year 2022-23. The more than 250cc segment also grew by 19.2% in the financial year 2023-24 to 9.4 lakh units and is now 8.1% of the overall motorcycle volume.

The two-wheeler segment is yet to reach the pre-pandemic levels of sales as the industry navigates through higher costs of ownership and volatility in supply chain. In spite of these challenges, your Company has maintained this impressive growth trajectory and delivered a spectacular performance in the financial year 2023-24.

The global motorcycle industry underwent a year of uncertain demand environment influenced by macroeconomic and geopolitical factors, including higher inflation leading to sluggish consumer spending, higher interest rates and re-emergence of supply chain disruptions due to the Red Sea Crisis in 2023. Other than India and a few countries in Asia, the demand for motorcycles across the rest of the world, that is, USA, UK, Europe and other developed markets remained sluggish.

Despite these issues in the global markets, your Company's retail sales remained on a steady growth track across regions in the financial year 2023-24. As a result, your Company has continued to maintain its market share in the middleweight segment across regions and, in fact, have been able to grow market share in the UK.

I will commence with the performance of Eicher Motors Limited at a consolidated level. On a consolidated basis, Eicher Motors recorded a total revenue from operations of Rs. 16,535.8 crores, an increase of 15% over the previous year. Consolidated Earnings before interest, taxes, depreciation and amortisation (EBITDA for short) was Rs. 4,326.9 crores, an increase of 26% over the previous year. EBITDA percentage also increased to 26.2% in 2023-24, from 23.8% in 2022-23. Your Company registered its highest ever revenues, EBITDA and Profit

after Tax. These achievements are a testament to your Company's strong fundamentals, strategic vision, deep consumer insights and understanding, and the capability of its people.

Eicher Motors' consolidated net revenue and EBITDA do not include the financials of its joint ventures - VE Commercial Vehicles Limited and Eicher Polaris Private Limited. The profit or loss of the joint ventures are accounted for under the equity method as per the relevant accounting standard, and are included in Eicher Motors' consolidated total comprehensive income.

Eicher Motors' share of profit from the joint venture - VE Commercial Vehicles Limited was Rs. 447.7 crores, a significant growth of 42%, as compared to the previous year. Total Comprehensive Income, excluding the share of loss from the discontinued operations of Eicher Polaris Private Limited, was Rs. 3,987.3 crores, which is 36% higher compared to the previous year.

Royal Enfield sales volume: Your Company registered its highest ever sales volume beating its previous high of 2022-23. Eicher Motors' total sales volume was 9,12,003 motorcycles in 2023-24, a growth of 11% from 8,24,066 motorcycles in 2022-23.

In the case of international markets, with weak consumer sentiment, higher interest rates, foreign exchange volatility and uncertain geopolitical situation, the total international sales volume was at 77,209 motorcycles in 2023-24, as against 89,226 motorcycles in 2022-23.

We have strategically reduced the channel inventory in overseas markets amidst the uncertain outlook. During the year, our retail sales have increased in these markets and we have maintained our positions in these markets.

In the financial year 2023-24, Royal Enfield –

- Ranked No. 1 in the mid weight motorcycle segment in the UK
- Ranked No. 2 in the mid weight segment in Thailand & South Korea
- Ranked No. 3 in the mid weight segment in Australia & New Zealand
- Ranked No. 4 in the mid weight segment in Continental Europe.

Among other international countries, sales to SAARC (South Asian Association for Regional Cooperation) countries saw green shoots in 2023-24 by recording a sales of nearly 10,000 units, which is 6 times the previous year's sales.

Moving to our non-motorcycle business performance: Your Company has reported a 15% year on year growth from non-motorcycle businesses such as spare parts, accessories, apparels and services and other operating income has also gone up. The revenue from non-motorcycles business for the financial year 2023-24 accounted for over 15% of the overall revenue of the Company. It is

pertinent to note that we recorded our highest-ever revenue, driven by our expanding service reach, robust growth in accessories, and widening of our apparel range.

Key highlights of the non-motorcycle segments during the year are as follows:

After sales service: Your Company continued to improve service market share through the remarkable Ride Sure programme. In the financial year 2023-24, your Company was ranked No. 1 in after sales, in a survey conducted by the Federation of Automobile Dealers Associations (FADA), which is a testament to our efforts of providing a pure motorcycling experience.

Now let me get to Spares Parts. In the case of spares, Royal Enfield has completely transitioned into an auto replenishment model for spare parts during the year and has delivered a 99.8% availability rate for spare parts. 100% of the spare part orders were dispatched within 24 hours.

In the case of Genuine Motorcycle Accessories, our business grew impressively by 26% during the financial year 2023-24 and achieved its highest ever sales.

Your Company has established Regional Supply Hubs that can efficiently handle high-volume, fast-moving products, aiming for a supply ratio of 99% or higher with reduced turnaround times.

Your Company's GMA business (which is, Genuine Motorcycle Accessories business) scaled new highs in sales during the year from international markets by supplying products to markets globally. Additionally, the GMA Configurator, a platform allowing customers to personalise their Royal Enfield Motorcycle with GMA enhancements, was successfully launched in three countries - Australia, the United Kingdom, and the United States of America.

Now let me turn to Apparel business. Following our guiding principle of 'Leave every place better', your Company launched a flagship riding jacket, Streetwind Eco. During the current financial year, Royal Enfield surpassed the milestone of 50,000 riding jackets in India. Your Company's apparel business continued its growth trajectory with an outstanding 27% growth over the previous financial year.

Moving on to launch of new models and variants: In September 2023, your Company launched the most enduring name in motorcycling and automotive industry, the Bullet 350 in an all-new avatar. The longest-running motorcycle model in continuous production anywhere in the world- the Bullet 350's prowess over the toughest terrain, success in service with the Indian armed forces, and

the subsequent move to production in Madras in 1955, kick-started its rise to prominence on India's roads for decades. The all-new Bullet continues to make an indelible mark on the riding community across the globe.

Eicher Motors launched the all-new Himalayan on the new Sherpa 450 platform in November 2023. This has set the benchmark in the adventure motorcycling world. Built by the Himalayas and for the Himalayas, the motorcycle is capable of taking on any terrain - all roads and no roads. Embracing the equilibrium between man, machine, and terrain, the all-new Himalayan is designed to excel, providing riders with the power to conquer peaks and the flexibility to navigate diverse landscapes. Its capable and versatile yet unimposing characteristic makes it an ideal companion for both seasoned adventurers and riders new to the off-road experience.

The Himalayan 450 has swept almost all major awards (15 and still counting). It has been awarded the "Indian Motorcycle of the Year 2024" – which marks Royal Enfield's 4th Indian Motorcycle of the Year in the last 6 years and multiple other awards and accolades from the Indian and Global motorcycling industry.

Built on Royal Enfield's globally proven 650cc - Twin cylinder platform, the Shotgun 650 launched in January 2024, is a tribute to the culture of customisation. Drawing inspiration from the work of Royal Enfield's custom community and its years of collaboration with them, this motorcycle is a testament to individuality. It is in every sense a retro-futuristic interpretation of a factory-custom motorcycle with authentic Royal Enfield DNA.

Your Company bagged several awards across various categories during the financial year 2023-24. The Hunter 350 motorcycle was awarded the "Most Popular Modern Classic" and the Classic 350 was awarded the "Original Unique Design" by the Grand Prix group in Thailand. Super Meteor 650 was awarded the "Best Cruiser Middleweight" by the Grand Prix group, Thailand and also "Bike of the Year 2023" by New Zealand's Autocar.

During the financial year, the Oragadam plant has been awarded "Future Ready Factory of The Year 2023" by Frost and Sullivan's India Manufacturing Excellence Awards. In addition, Royal Enfield was also awarded "Excellence in Operations & Smart Factory of the Year" by Manufacturing Today Awards 2023. The Royal Enfield headquarters received the Indian Green Building Council Platinum Certification.

Some of the key brand building activities are as follows:

Art of Motorcycling: The Royal Enfield's community-led campaign Art of Motorcycling Season 2 concluded with a terrific response with over 54,000 country-wide registrations. Bringing together artists from various crafts and

adjacencies under the one creative umbrella, the campaign gave them a rewarding canvas to share their love for art and motorcycling.

Royal Enfield kicked off the 19th edition of the Royal Enfield Himalayan Odyssey from Delhi in July 2023, with 75 riders embarking on a thrilling 18-day adventure covering over 300 km to reach Umling La, the world's highest motorable pass. This iconic journey served as a tribute to the undying spirit of exploration and motorcycle adventure, alongside encouraging riders to become more environmentally conscious and responsible on the journey. As part of the 'Responsible Travel' initiative, throughout the ride event, efforts were made to preserve the delicate Himalayan environment by fostering the adoption of sustainable travel practices within the riding community.

Now let me talk about Motoverse. The biggest and highly anticipated annual motorcycling festival, and the largest aggregation of the Royal Enfield community anywhere in the world, took centre stage in November 2023. The 13th edition of Motoverse, attracted nearly 15,000 attendees and motorcyclists from across the world, eager to immerse themselves in the exhilarating world of Royal Enfield over three power-packed days. The Motoverse 2023 was nothing short of extraordinary and took the community into a whole new world of thrilling experiences.

At the EICMA Motor Show 2023 in Milan, Italy – your Company unveiled the Electric Himalayan Testbed, its first-ever electric vehicle design concept. The Electric Himalayan Testbed represents the brand's sustainable vision for the future of adventure touring, marking an exciting new chapter in its 123rd year history. It aims to reduce rider and environmental stress, fostering exploration and adventure for future generations.

Now let me move on to the CKD operations. During the financial year 2023-24, Eicher Motors strengthened its international presence by opening a new CKD assembly facility in Nepal. Your Company announced the commencement of operations of its exclusive local assembly unit and CKD facility in Nepal, aligned with its plans of expanding outside India. Spread across 1 Lakh square feet, this facility will have an assembly capacity of 20,000 units per annum. It will engage in local assembly, and make the motorcycle purchase process seamless while nurturing the growing middleweight segment in Nepal.

Moving on to our global operations. Your Company has 3 state-of-the-art production and allied facilities in Chennai, India (at Oragadam, Vallam Vadagal, and Thiruvottiyur) as well as 2 technical centres in Leicestershire, UK and in Chennai, India, housing the best teams from across the world. Together they conceptualise and manufacture motorcycles for India and international markets. Your Company has expanded its reach to over 2,000+ retail outlets in India, and

over 1,085 retail outlets across 65+ countries in North America, Latin America, Europe, the Middle East and Africa, South Asia, and Asia Pacific.

While India has been the primary market where Royal Enfield has established three manufacturing plants, it has strategically established 6 subsidiaries and 5 CKD assembly units in major global markets to power its global ambitions. In the financial year 2023-24, your Company made progress in further strengthening its position in the international markets amidst a challenging economic environment.

Moving now to VE Commercial Vehicles Limited. VECV is a Joint Venture between Eicher Motors and the Volvo Group. Eicher Motors owns 54.4% stake in the JV and Volvo Group owns the remaining 45.6% and VECV has six business verticals-

1. Eicher Trucks and Buses,
2. Volvo Buses India,
3. Eicher Engineering Components,
4. VE Powertrain,
5. VECV Engine Business, and
6. Distribution, Sales and Service of Volvo Trucks in India.

VECV's consolidated net revenue from operations for the financial year 2023-24 was Rs. 21,868 crores, an increase of 15% over the previous year. EBITDA increased by 24% over the previous financial year. There was an increase in the EBITDA percentage to 7.8% in the financial year 2023-24 from 7.3% in the financial year 2022-23. Total comprehensive income increased to Rs. 818.6 crores compared to Rs. 572.1 crores in the previous financial year, an increase of 43%.

In the financial year 2023-24, VECV delivered a strong performance and positioned itself for future growth. This achievement stems from a steadfast commitment to customer-centricity, underpinned by an expanded product range, investments in Industrial Infrastructure, enhanced service network, advanced technology initiatives, and a focus on customer satisfaction.

Your Company achieved the No. 1 rank for the third consecutive year in the Dealer Satisfaction Survey conducted by Federation of Automobile Dealers' Association (FADA, for short) leading significantly in the CV industry.

Just to highlight a few:

- During the financial year 2023-24, a total of 111 new products and variants were introduced
- Introduction of the industry's first Pro 8035 Tipper featuring 9-speed Automated Manual Transmission and a 19.5 cubic meter rock body
- Implementation of Electronic Stability Control and Fire Alarm Protection

System in buses

- 115 new patents received for various design innovations
- Introduction of Volvo FM electric truck for e-commerce application
- VECV's first heavy duty CNG bus and truck equipped with 6-cylinder engine
- Introduction of the industry's first 5.5T Electric truck.

With 21,529 Eicher Heavy Duty Trucks sold, VECV achieved its highest ever market share of 8.3% in this segment. Combined Light Duty and Light Medium Duty range of Eicher trucks also achieved a new peak with highest ever volumes of 40,559 units and 34.2% market share.

VECV recorded 17,620 units of bus sales in the financial year 2023-24 as compared to 15,077 units in the previous year, registering a growth of 16.9% and has maintained its position of being the 3rd largest in the segment. VECV introduced a New Eicher Skyline Pro-E 12m electric bus with advanced technology, featuring rapid charging, which not only significantly reduces charging time but also ensures unparalleled performance efficiency in various operating conditions. VECV recorded exports of 3,721 units of trucks and buses during the financial year 2023-24 as against 4,933 vehicles in the previous financial year.

Moving to some key highlights. VECV unveiled a Small Commercial Vehicle truck at the Bharat Mobility Expo 2024, thereby solidifying its position as a full-range commercial vehicle player. The product is developed to expand solutions for sustainable last-mile delivery and near-city distribution, and spans from 2 tonnes to 3.5 tonnes (Gross Vehicle Weight).

The first Pro 2055 EV was handed over to Safe Express, marking a milestone, while a partnership with Amazon for 1000 Pro 2049 EVs showcased a commitment to sustainable logistics. VECV's electrification drive scaled new peaks in the financial year 2023-24, delivering Eicher EV 9 meter buses to the Indian Army and National Highway Rail Corporation, and executing key orders, including 60 units to Kerala State Road Transport Corporation.

VECV has taken strong steps in digitisation, and continues to introduce innovative and modern products that improve Customer Value Proposition in various applications, as well as services. All Eicher and Volvo trucks and buses are supported with a wide variety of support solutions such as remote and predictive diagnostics. Backed by the state-of-the-art Uptime Centre, the MyEicher App based smart support solutions ensure higher productivity and efficiency for trucks, buses, drivers, and fleet managers, further reducing their collective carbon footprint.

VECV maintains an unwavering commitment to environmental care, ensuring that all vehicles used in its logistics, meet BS-VI standards, reflecting regulatory adherence and dedication to sustainability. The organisation is focussed on maximising the use of recycled materials in its parts, aiming to minimise waste and ecological impact while maintaining high standards of quality. VECV is transitioning to renewable energy sources in its supplier operations, underlining its commitment to sustainability and reducing carbon emissions within the supply chain. The goal is to increase the use of returnable packaging, thus decreasing reliance on single-use materials and reinforcing an approach to environmental friendliness in packaging methods.

Amongst other accolades, VECV won the Commercial Vehicle maker of the Year at 2023 Apollo Tyres CV awards acknowledging the capabilities of its high performance, yet efficient, range of trucks and buses.

Now turning to Corporate Social Responsibility (CSR) and your Company's efforts and initiatives in that direction. At Eicher Motors, the welfare and development of communities is an integral part of the operations. Supported by the CSR committee and a dedicated CSR and sustainability arm, Eicher Group Foundation, the Company undertakes meaningful efforts towards creating livelihood opportunities, developing local areas and promoting sports, education, healthcare and safety. A substantial focus on the iconic Himalayan landscape towards making it environmentally, socially and economically sustainable.

Eicher Motors continued to contribute to:

- Building resilience in the Himalayas through the Himalayan Hub, Green Pit Stops, Himalayan Knot, and The Great Himalayan Exploration
- Promoting responsible travel through waste management, heritage conservation, biodiversity conservation, etc.
- Rural sports - such as ice hockey and football in Leh Ladakh
- Rural education in Ladakh
- Health through eye screening camps in Kaza, Lahaul and Spiti
- Local area development by creating safe and conducive learning environment for children, water sanitisation, empowering women through entrepreneurship, among other initiatives
- Marine conservation awareness, marine life rescue, and
- Disaster relief in Himachal Pradesh and Uttarakhand.

Moving onto Environmental, Social and Governance (ESG) initiatives have been high. In the financial year 2023-24, Eicher Motors went to all key stakeholders to refresh its ESG priorities. Building on the current and emerging trends in sustainability, your Company engaged with critical stakeholders—online and offline—gathering inputs on the 23 ESG priorities as per leading sustainability standards and peer reviews. As part of this exercise, we obtained inputs from

internal as well as external stakeholder groups and received 469 responses.

The 7 focus areas where several initiatives were taken by Eicher Motors, as you can see on top right corner of the exhibit, are as follows:

- 3 in Environment – they are, Product footprint, Greenhouse Gas emissions, Resource Efficiency and Circularity
- 2 in the Social sector– Human Rights & Sustainable value chain
- 2 in the Governance area – Corporate Governance & Business Ethics.

EML has taken multiple initiatives for the ESG focus areas. The notable highlights are as follows –

- Products designed in concurrence with circularity principles:
 - We conducted Recoverability, Reusability and Recyclability study for our key models as per End-of-life vehicle automotive standards.
 - We found that Hunter and Interceptor motorcycle models are designed such that over 97% of the materials are recoverable
 - Further, we are also working towards increasing use of recycled materials in our motorcycles, parts, accessories, apparels and packaging.
- Reducing emissions intensity:
 - We have reduced Greenhouse gas emissions intensity for manufacturing of motorcycles by 25% in the financial year 2023-24.
 - Further, 36% of electricity used in our operations (factories and headquarters) is from renewable sources.
- Achieved a net water positivity index of 2.6 for Royal Enfield plants and its headquarters.
- Water intensity per motorcycle produced brought down by 6% from the financial year 2022-23.
- We received Platinum Rating from the Indian Green Building Council for the Royal Enfield headquarters.
- Achieved zero waste to landfill and has also commenced the usage of compressed biogas in operations at the Vallam plant.

Now moving on to the Dividend announcement, something which most of the shareholders may be looking forward to. The Board of Directors of Eicher Motors Limited decided to reward its shareholders for their commitment and confidence in your Company. The Board at its meeting held on May 10, 2024, recommended the highest ever dividend payment of 5100% i.e. Rs. 51 per Equity Share of Face Value of Re. 1 each, subject to Shareholders' approval, for the financial year 2023-24 and the same will be treated as final dividend. Last year, your Company had paid a final dividend of 3700% i.e. Rs. 37 per Equity Share of Re. 1 each to the shareholders of Eicher Motors Limited.

To conclude, I wish to convey my thanks and acknowledgement for the cooperation and assistance extended by the Central Government, State Government, Financial Institutions, your Company's Bankers, dealers, customers and suppliers.

Your Company is strongly positioned to ride through changes through robust business models for both Royal Enfield and VECV. Both companies have made immense progress on their own EV plans and sustainability goals. Most importantly, both companies are led by strong, and focused leaders who are supported by very competent teams that will continue to push forward with the long-term strategic plans.

I would like to congratulate each and every member of the Eicher Family for their sincere and committed contribution to the overall performance for the financial year 2023-24. I look forward to their continued support and encouragement as your Company embarks on another exciting year. My best wishes to all of you.

I would like to take a moment to thank you all for participating in today's meeting. Thank you.

The Management of the Company has made necessary arrangements for conducting the 42nd Annual General Meeting through Video Conferencing and for voting by the shareholders on the resolutions being considered in this meeting through e-voting platform and I have satisfied myself that all efforts feasible under the present circumstances have indeed been made by the Company in this regard.

Five business items are to be transacted in this AGM. First three items are Ordinary Business as follows:

Audited Financial Statements including Consolidated Financial Statements of the Company for the financial year ended March 31, 2024 together with the Reports of the Board of Directors and the Auditors are required to be adopted by the shareholders at the AGM. There are no qualifications, observations or adverse remarks in the report of Statutory Auditors which have any adverse effect on the functioning of the Company and the report of the Statutory Auditors is self-explanatory. There are no qualifications, observations and adverse remarks in the report of the Secretarial Auditors and the report is also self-explanatory.

Second item of the agenda is related to declaration of dividend of Rs. 51/- per equity share of face value of Re. 1/- each for the financial year ended March 31, 2024.

The third item of the agenda is related to re-appointment of Mr. Govindarajan

Balakrishnan, who retires by rotation and being eligible offers himself for reappointment as a director.

Remaining items are Special Business as follows:

Item No. 4 relates to approval of Material Related Party Transactions between VE Commercial Vehicles Limited, subsidiary of the Company, and Volvo Group India Private Limited, a related party of VECV. This is an ordinary resolution.

Item No. 5 relates to ratification of remuneration of Rs. 5,00,000/- for M/s. Jyothi Satish & Co., Cost Auditor of the Company, payable for the financial year 2023-24. This is an ordinary resolution.

Further details relating to each of the above business items have been provided in the Notice convening this AGM read with the Explanatory Statement.

The Board recommends all the above business items for approval of the shareholders. Now we will take up questions from the shareholders. Thank you.

Kumud: Thank you Mr. Chairman. Now I invite speaker shareholders, who have registered themselves with the Company in advance, to ask their questions. Questions will be addressed after hearing all the speaker shareholders. Due to time constraints, I request each of the speaker shareholders to wrap up their queries within 2 minutes.

So, we have Mr. Manish Panjwani as our first speaker shareholder. Mr. Manish, if you can hear us, please unmute your line and go ahead with your questions.

Manish Panjwani (Shareholder): Good afternoon everyone. Thank you for accepting my request to become a speaker today. I would like to congratulate the whole Eicher Team for the outstanding business performance we have achieved during the last financial year. I must say the Annual Report was very detailed and it was informative.

My first question relates to recent launches. One can see that the Company is focussing on higher cc motorcycles, specifically like 400 cc plus. Is it because we want to focus more on exports, may be to developed countries.

Next question relates to the competition. We know other players are there in the market which are in the similar space that we are operating, so what is our strategy to deal with the competition. Thank You.

Kumud: Thank you Mr. Manish. We can move to our next speaker shareholder.

We have Mr. Gourav Batra as our next speaker shareholder. Mr. Gourav, please unmute your line and go ahead with your questions.

Gourav Batra (Shareholder): Good afternoon everyone. Dear Chairman sir, first of all I would like to congratulate the management for the outstanding performance of the Company this year. Our share price in this year almost increased by 50% and as a shareholder, I am happy to see our motorcycles have won so many awards. Basically, I have two questions.

Sir, my first question is that can we expect this similar performance this year as well and my second question is what is the management outlook on 2024-25 performance.

Kumud Pahuja: We have Ms. Vasudha Dakwe as our next speaker shareholder. Ma'am, if you can hear us, please unmute your line and go ahead with your questions.

I think she is in some bad network zone. We can meanwhile move to our next speaker shareholder. We have Mr. Shashank Porwal as our next speaker shareholder. Mr. Shashank, if you can hear us, please unmute your line and go ahead with your questions.

Shashank Porwal (Shareholder): Thank you Kumud. Good afternoon everyone. It is a pleasure speaking with all of you. So, I have three questions.

First of all, I am interested in knowing our Company's progress towards green business operations and sustainability. Please share some light on the same. Second one is related to the competition. Did completion affect us in the last two years and also tell us how our subsidiaries are performing and how much they are contributing to EML. Thank you everybody.

Kumud Pahuja: Thank you Mr. Shashank.

So, we have Mr. Himanshu Dawra as our next speaker shareholder. Mr. Himanshu, please unmute your line and go ahead with your questions.

Himanshu Dawra (Shareholder): Good afternoon everyone and good afternoon Chairman Sir. Sir, at the outset, I would like to congratulate you for having outstanding results for the financial year 2023-24. Sir, for the last four years, the dividend has increased consistently along with the share price. Sir, my question to you is can the shareholders expect this trend to continue and expect a high dividend in the coming years? And sir, my next question is, do you have any plans for the bonus or rights issue for the shareholders?

Kumud Pahuja: Thank you Mr. Himanshu.

Himanshu Dawra: Thank you.

Kumud Pahuja: We have Mr. Shashi Ranjan as our next speaker shareholder. Mr. Shashi, if you can hear us, please unmute your line and go ahead with your questions.

Shashi Ranjan Kumar Singh (Shareholder): Good afternoon everyone. First of all, thanks to Chairman sir for explaining all these numbers in detail. Being a finance guy, I was keen to know the EBITDA of the Company and I am very happy and confident that I have invested in a good Company. All my questions are already covered by my colleagues. Whatever resolutions have been proposed in the AGM, I would like to support all these resolutions. Thanks.

Kumud Pahuja: Thank you Mr. Shashi.

We have Mr. Mohit Gupta as our next speaker shareholder. Mr. Mohit, if you can hear us, please unmute your line and go ahead with your questions.

Mohit Gupta (Shareholder): Hi everyone, as mentioned by Shashi that all the existing questions have been covered. But I have one question that whether Eicher is trying to do something new for existing shareholders. You recently offered a new bike Hunter. Are they planning to launch any kind of scheme to offer discount to the shareholders for buying Hunter to increase the sales and for the growth of the shareholders for the loyalty.

Kumud Pahuja: Thank you Mr. Mohit.

We have Ms. Indu Joshi as our last speaker shareholder. Ma'am, if you can hear us, please unmute your line and go ahead with your questions.

Indu Joshi (Shareholder): Good afternoon ma'am.

Kumud Pahuja: Good afternoon.

Indu Joshi: Myself Indu Joshi from Bahadurgarh, Haryana. Respected Chairman sir, Board members and secretarial department, I would like to thank all of you. It is my pleasure that I got chance as a speaker. Our Company is very good automobile growing company. I am proud that I am a Eicher shareholder. I would like to ask a question that what is your strategy to increase profit of our Company. Secondly, are you thinking to start any other business side by side with the automobile sector? Thank you ma'am. Thank you sir.

Kumud Pahuja: Thank you Ms. Indu.

We have Ms. Vasudha Dakwe also joined us back. We can try if her internet connection is working. Ms. Vasudha, if you can hear us, please unmute your line and go ahead with your questions.

Ms. Vasudha can you hear us? I think there is some network connection issue with her.

I thank all the speaker shareholders for their participation and asking their queries. Now, I request the Chairman to respond to the queries of the shareholders. Thank you.

S. Sandilya: Thank you Kumud and I thank all the shareholders who have asked questions for their involvement in the Company and asking a lot of questions. First of all, I would like to thank them for congratulating the Company and its performance and most of them did acknowledged the Company's performance and also the detailed Annual Report, Manish Panjwani, Gourav Batra, everybody, and talking about some futuristic questions, normally the Company does not give any forward-looking statements. Some of the questions will be answered by the team of CEO and CFO, wherever relevant. Even if anything it is looking like a forward-looking statement, please ensure, understand that the future is uncertain and we cannot guarantee any specific performance. Coming to general questions, first I will answer and then pass it on to Mr. Govindarajan for answering specific questions about the product and the sustainability related issues.

People have asked questions about what will happen in terms of whether there will be bonus issue or rights issue or there will be more dividends, how will be the future performance. As I mentioned already, we do not give any forward-looking statements. However, having said that, as you know that we are in a kind of a challenging environment. All of you have evaluated the competition, which is very heavy and we have got a lot of new product launches coming up. We also know the challenge of electric vehicles, that has to be done. So, the Company needs to conserve cash for future requirements, to that extent we have to understand.

However, you know that the Company has given the highest ever dividend in the financial year 2023-24, which is Rs. 51 per share, which I think has to be acknowledged, and all of you have acknowledged as well that the Company has performed well and also taking care of the shareholders. In addition, as you know that the Company will not indulge in anything, but at the same time the market has appreciated and you have also got the benefit of the appreciation of the share value over a period of time.

So having said that, now I will request Mr. Govindarajan to specifically answer questions which are relating to products or the strategy of the Company and a couple of other questions which the people have asked us. Over to Mr. Govindarajan.

B. Govindarajan (Whole-time Director and CEO of Royal Enfield): Thank you Chairman. The question which you asked is why is that our focus is more on higher cc motorcycles. In Royal Enfield, we have focus between 350 cc to 650 cc products as of now. The 350 cc, which is our super refined J platform, in that we have established all the products. The last one was bullet 350 that also has been launched, it has got a very good response. For the young audience, we launched Hunter about August, 2022 time frame, which also has got a new set of consumers. Now all our products are global products. 650 cc is the higher end, which is our twin platform, which we launched on Interceptor and Continental GT. Now Super Meteor, Shotgun, all those new models, which all have got a very good response.

Very recently our focus has been on the water cooled 450 cc, the Sherpa engine platform, which the Chairman was also sharing with you people. In that we first launched the Himalayan, and very recently we have launched Guerrilla 450. So, we have products in 350cc, 450cc and 650 cc and our focus has always been on the middle weight and to that extent, the sharp focus helps us to actually deliver better results for all of us. I think that's the question. Anything else which was specifically on the products.

Vidhya Srinivasan (Chief Financial Officer): No, it is on product launches and exports.

B. Govindarajan: As far as exports is concerned, the Chairman was mentioning, the macro-economic situations are not so conducive. We are cautiously optimistic about it. Compared to previous year, this year is becoming better. All the products which I was explaining about 350 cc, 450 cc and 650 cc, all are now of global standards, so it can be exported to any country. There are about 69 plus countries in which we are exporting and in those markets our products are at a very accessible price forming which is, we have a very good acceptance as a product. So, export is also a positive outlook in the market conditions for the time to come. Over to you Chairman.

S. Sandilya: Thank you Govindarajan. I think with that we have answered all the questions. I would like to repeat that there were some questions on EBITDA, continuity and things like that, they are all futuristic. As you know that the Company has done well and will continue to do well and we do hope that Company's performance would continue to be run subject to, of course market conditions and uncertainties in the world.

Now, I request the Company Secretary to talk about certain statutory matters concerning this AGM, including additional 15 minutes available for e-voting after conclusion of these proceedings and proceed for the formal closure of this meeting. Atul over to you.

Atul Sharma: Thank you sir.

Some statutory disclosures are as follows:

- The Remote e-voting on AGM resolutions had commenced on August 19, 2024 at 9.00 A.M. and concluded on August 21, 2024 at 5.00 P.M.
- Mr. Vijay Gupta, Managing Partner, VKGN & Associates, has been appointed to scrutinize the remote e-voting relating to the AGM in a fair and transparent manner.
- The result of the voting will be announced within two working days from the conclusion of this meeting.
- Company's registers and any other documents as mentioned in the AGM Notice have been made available for inspection by the shareholders basis the email request received by the Company.
- The certificate of the Secretarial Auditors confirming that Company's Employee Stock Option Plan, 2006 and Restricted Stock Unit Plan, 2019 have been implemented in accordance with the SEBI Regulations, is available on the website of the Company.

[Mr. Siddhartha Lal (Managing Director) requested for the permission to speak and the Chairman granted the same]

Siddhartha Lal: As Chairman, Mr. Sandilya said, thank you very much for your questions and your support. There were a few questions, I think that were maybe not fully answered. So, I think I will just take the opportunity to reiterate, how we conduct business at Eicher Motors Limited and to respond to those.

On the first question relating, I think Mr. Govindarajan answered on product focus. I think the question was about 400 cc. Are we more focussed on higher capacity and export? We are extremely clear that India is always No. 1 market in Royal Enfield's portfolio and we will continue to serve the Indian market extremely strongly. It's in fact on the base of the Indian market's scale that we are able to export in the right economics.

So, Indian markets are very important for us always, therefore the slew of 350 cc bikes that we promote, which is at the core of the Indian market for Royal Enfield. In fact, earlier this month the updated classic 350, it's coming out on 1st of September, we had a big event in Bombay. So, there is a lot of work going on under 350 as well. Of course, we do also have 450 cc and 650 cc in portfolio.

As Mr. Sandilya said, we do not talk about coming years' performance so, I will skip out on those questions. We have an enormous amount of work that we are doing on green business operations, on sustainability and it will be difficult to answer all of those right now. But actually, you can just look up our Annual Report and there is a sustainability report. Is that gone out Atul?

Atul Sharma: Yes.

S. Sandilya: Yes, Annual Report have got excellent details on the sustainability that we have done.

Siddhartha Lal: Over the last many years, we have done a tremendous amount of work on firstly just understanding our Eicher Motors Limited's footprints in the environment, whether it's our products, our people, our manufacturing, everything. So, we have done all the work. We are now deeply into tackling individually the problems, whether it is reducing CO₂, reducing water wastage, improving conditions for people. So, there is an enormous amount of work which we are entirely committed to and we are working extremely hard on and the details can be found in our Annual Report.

There were some more questions around share price growth etc., which of course we cannot comment on. There was a last question about our strategy to increase profit and new business that we are planning. So, of course we continue to work hard and as you have seen the results in the last many years, to continue to give good returns to shareholders, to continue to give good results to all stakeholders of Eicher.

But in fact, to answer these questions, the basic idea is that at Eicher Motors, we believe in deep focus. So, at this point we are not considering entering into any other segments or new businesses altogether, unless we these are within Royal Enfield or something. So, for example in the recent many years, we have entered into different geographies with our motorcycles. We have entered into accessories, apparels, all of that. But we are not at the movement looking at unrelated segments, either in Royal Enfield or in VECV. It's still growing in the commercial vehicle segment and the motorcycle segment. So, no new business but again, in order to see our strategies, how we operate, it's about a very firmly long-term oriented Company. That's what we think of ourselves as, that's what we work towards.

We will continue to be extremely focussed, build absolutely outstanding brands, distribution, community, franchise for Royal Enfield, for Eicher and that is the absolute focus of this Company and with that we have already shown that with the focus and building of all of these areas, we have been able to be ahead of the competition and continue to grow market shares, grow profitability and that continues to be the focus of Eicher Motors Limited.

So, I think all the questions have been answered but if there is anything else, Mr. Sandilya, you may answer the same, otherwise, Atul, we can conclude.

S. Sandilya: We have covered Siddhartha. Thanks for coming in, chipping in to answer some more aspects. Very good. Let's go on to Atul for balance issues.

Atul Sharma: So, as part of the statutory disclosures, the certificate of the Secretarial Auditors confirming that Company's Employee Stock Option Plan, 2006 and Restricted Stock Unit Plan, 2019 have been implemented in accordance with SEBI Regulations, is also available on the website of the Company.

Now, I request all the shareholders who are attending this meeting and who have not cast their votes, to exercise their voting rights on NSDL's e-voting platform using the same login credentials which they have used for attending this meeting. The voting window is open for another 15 minutes from now, after which the voting window shall stand closed.

On behalf of the management and all the shareholders attending, I would like to thank Mr. Sandilya, Chairman of this meeting. With this, we come to the end of this session. Thank you everyone for your participation in the meeting.

S. Sandilya: I would also like to thank all the shareholders for logging in and participating in this meeting. Thank you for your support for long and we expect that you will continue to support us forever. With that, I close the formal part of the meeting while the voting is continuing. The shareholders who have not voted could continue to vote in the next 15 minutes. The formal part of the meeting stands closed.

[E-voting at the AGM continued till 3:12 P.M. and thereafter the meeting stand concluded]