
Eicher Company Profile

Eicher began its business operations in 1959 with the roll out of India's first tractor. Today the Eicher Group is a significant player in the Indian automobile industry with a gross sales turnover of over Rs. 17,250 million in the year 2004-05.

The Eicher Group has diversified business interests in design & development, manufacturing and local/ international marketing of Trucks & Buses, Motorcycles, Automotive Gears and components.

In addition to this, Eicher has also invested in the potential growth areas of Management Consultancy Services, Customised Engineering Solutions, City Map & Travel Guides. The activities of the Group are divided into the following business units covering all the business interests.

EICHER GODEARTH LIMITED

Eicher Motors Limited

Eicher Motors	:: Commercial Vehicles
Royal Enfield	:: Motorcycles
Eicher Derrm	:: Gears

Eicher Limited Investments in Group companies

Eicher Engineering Solutions Customised Engineering Solutions

Good Earth Publications City Maps & Travel Guides

Eicher International Limited Exports

ECS Limited Management Consulting

Eicher has around 2400 employees located in 5 manufacturing facilities and 56 marketing & area offices all around India. The Group has around 675 vendors supplying components and sub-assemblies, which testifies to the strength of the vendor base. The Group's products are brought to the customer through its strong network of around 380 dealers distributed across the length and breadth of the country. It has presence in over 40 countries across the world.

Over 85 executives work exclusively in the area of R&D. Product development and product-engineering facilities are available at each of Eicher's major manufacturing locations. Expertise has been developed in the areas of design and development of Trucks & Buses, Automotive Transmission, Electronic Instrumentation, Material Science, Metrology as well as prototype manufacturing and testing.

For more details visit www.eicherworld.com