**EICHER MOTORS LIMITED**
*Corporate Office:*
*#96, Sector - 32, Gurgaon-122 001*
*Haryana, India*
*Telephone: +91-124-4415600*
*Fax: +91-124-4415997*
*Website: www.eicher.in*

Ref: L&S/EML-9

May 1, 2014

**Through: email / Blue Dart courier**

The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
Bandra Kurla Complex, Bandra (E)
**Mumbai-400 051**

Dear Sir,

Sub.: **Clause 36 - Release of communication to media with respect of sales volumes of VE Commercial Vehicles Limited, a subsidiary of the Company for the month of April 2014**

Pursuant to Clause 36 of the Listing Agreement, please find attached copy of the communication being released to media in respect of sales volumes of VE Commercial Vehicles Limited, a subsidiary of the Company for the month of April 2014.

You are requested to take the same on your records.

Thanking you,

Yours faithfully,
for **Eicher Motors Limited**

**Authorised Signatory**

Encl.: As above

EICHER

www.eicher.in/etb

TRUCKS AND BUSES

**May 1, 2014**

# Eicher sells 3434 units in April 2014

**The following are the key highlights:**

Eicher branded trucks and buses have recorded sales of 3434 units in April 2014 as compared to 3917 units in April 2013, representing a drop of 12.3%.

- In the domestic CV Market ( 5T and Above), Eicher trucks and buses have recorded sales of 2791 units as compared to 3766 units in April 2013, representing a drop of 25.9%.

- In exports, Eicher Trucks and Buses have recorded sales of 643 units in April 2014 as compared to 151 units in April 2013, representing a growth of 325.8%.

**About VE Commercial Vehicles Limited (VECV):** VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components and engineering design services businesses, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

WWW.VECV.IN

**Disclaimer:**

All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although VE Commercial Vehicles believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and VE Commercial Vehicles undertakes no obligation to Update or revise any forward- looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.



**VE Commercial Vehicles Limited**
#96, Sector 32,
Gurgaon 122 001, Haryana, India.
tel 0124 4415600

**Registered Office**
3rd Floor, Select Citywalk,
A-3 District Centre, Saket,
New Delhi 110 017
tel 011 29563722

| | Category | Domestic Sale | | | | Dom Growth % | | Export Sale | | | | Exp Growth % | | Total Sale (Dom+Exp) | | | | Total Growth % | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Apr 13 | Apr 14 | Ytd 2013 | Ytd 2014 | Month | YTD | Apr 13 | Apr 14 | Ytd 2013 | Ytd 2014 | Month | YTD | Apr 13 | Apr 14 | Ytd 2013 | Ytd 2014 | Month | YTD |
| | | | | | | | | | | | | | | | | | | | |
| IV | N2 Category : Max Mass exceeding 3.5 tonnes but not expeeding 12 tonnes (Goods Carrier) | | | | | | | | | | | | | | | | | | |
| A | Max. Mass exceeding 3.5 tonnes but not exceeding 12 tonnes | | | | | | | | | | | | | | | | | | |
| | A1: Max. Mass exceeding 3.5 tonnes but not exceeding 5 tonnes | | | | | | | | | | | | | | | | | | |
| | A2: Max. Mass exceeding 5 tonnes but not exceeding 7.5 tonnes | 481 | 386 | 1531 | 1936 | -19% | 0% | 10 | 119 | 75 | 330 | 1050% | 340% | 491 | 511 | 2006 | 2266 | 4% | 13% |
| | A3: Max. Mass exceeding 7.5 tonnes but not exceeding 12 tonnes | 1645 | 904 | 7634 | 4777 | -45% | -39% | 32 | 141 | 141 | 318 | 341% | 126% | 1677 | 1045 | 7775 | 5095 | -38% | -39% |
| | L/MD TOTAL | 2126 | 1306 | 9765 | 6713 | -39% | -31% | 42 | 256 | 216 | 648 | 510% | 200% | 2168 | 1556 | 9981 | 7361 | -28% | -26% |
| V | M3 Category : More than 8+1 seats and Max Mass exceeding 5 tonnes (Passenger Carrier) | | | | | | | | | | | | | | | | | | |
| A | Max. Mass exceeding 5 tonnes but not exceeding 7.5 tonnes | | | | | | | | | | | | | | | | | | |
| | A1: No. of seats including driver exceeding 9 but not exceeding 13 | 558 | 559 | 1538 | 1519 | 0% | -1% | 40 | 113 | 105 | 240 | 183% | 129% | 598 | 672 | 1643 | 1759 | 12% | 7% |
| | A2: No. of seats including driver exceeding 13 | | | | | | | | | | | | | | | | | | |
| B | Max. Mass exceeding 7.5 tonnes but not exceeding 12 tonnes | | | | | | | | | | | | | | | | | | |
| | B1: No. of seats including driver exceeding 9 but not exceeding 13 | 455 | 360 | 1456 | 1164 | -21% | -20% | 0 | 22 | 13 | 167 | #DIV/0! | 1185% | 455 | 382 | 1469 | 1331 | -16% | -9% |
| | B2: No. of seats including driver exceeding 13 | | | | | | | | | | | | | | | | | | |
| | Max Mass exceeding 12tonnes but not exceeding 16.2 tonnes(Passenger Carrier) | 121 | 31 | 328 | 126 | -74% | -62% | 2 | 0 | 29 | 22 | -100% | -24% | 123 | 31 | 357 | 148 | 0% | 0% |
| | C2: No. of seats including driver exceeding 13 | | | | | | | | | | | | | | | | | | |
| | B US TOTAL | 1134 | 950 | 3322 | 2809 | -16% | -15% | 42 | 135 | 147 | 429 | 221% | 192% | 1176 | 1085 | 3469 | 3238 | -8% | -7% |
| VI | N3 Category :Max Mass exceeding 12 tonnes (Goods Carrier) | | | | | | | | | | | | | | | | | | |
| A | Max. Mass not exceeding 16.2 tonnes | | | | | | | | | | | | | | | | | | |
| | A1: Max. Mass exceeding 12 tonnes but not exceeding 16.2 tonnes | 227 | 215 | 1271 | 900 | -5% | -29% | 38 | 239 | 194 | 602 | 529% | 211% | 265 | 454 | 1465 | 1503 | 71% | 3% |
| C | Max. Mass exceeding 16.2 tonnes (Rigid Vehicles) | | | | | | | | | | | | | | | | | | |
| | a) Max Mass exceeding 16.2 tonnes | 273 | 309 | 1312 | 1004 | 13% | -23% | 3 | 10 | 29 | 39 | 0% | 95% | 276 | 319 | 1392 | 1043 | 16% | -25% |
| B2 | Haulage Tractor (Tractor – Semi Trailer/ Trailer) | | | | | | | | | | | | | | | | | | |
| | (c) Max. Mass exceeding 33.2 tonnes | 6 | 17 | 32 | 57 | 183% | 78% | 26 | 3 | 26 | 46 | 0% | 0% | 32 | 20 | 58 | 103 | -38% | 78% |
| | HD TOTAL | 506 | 541 | 2615 | 1961 | 6.9% | -25.0% | 67 | 252 | 240 | 686 | 276.1% | 186.7% | 573 | 793 | 2855 | 2049 | 38.4% | -7.2% |
| | GRAND TOTAL | 3768 | 2791 | 15702 | 11483 | -25.9% | -26.9% | 151 | 643 | 603 | 1765 | 325.8% | 192.7% | 3917 | 3434 | 16305 | 13248 | -12.3% | -18.7% |