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# THE EICHER STORY



# THE BRAND JOURNEY

**1948** The Good Earth Company is founded, a pioneer in importing and selling tractors in India.

**1959-60** Eicher Tractor Corporation of India Private Limited rolls out India's first indigenously manufactured tractor from its Faridabad plant.

**1982** Eicher Motors Limited forms a joint venture with Japan's Mitsubishi Motors Corporation to manufacture light commercial vehicles.

**1993** Eicher acquires Enfield India Limited, manufacturers of the iconic Bullet motorcycle, and rebrands it into Royal Enfield.

**1994** Eicher redefines the medium-duty truck landscape with path-breaking 9-tonne and 12-tonne products.

**2002** Eicher Motors ventures into the high-potential heavy duty segment and launches the 16-tonne Jumbo truck.

**2008** The Volvo Group and Eicher Motors come together in a 50-50 joint venture to establish VE Commercial Vehicles Limited.

**2010** VE Series of Eicher Heavy Duty trucks launched redefining the commercial vehicle space in India.

**2012** New Engineering Component plant, Bus Body plant, LMD line, Cab plant & Paint Shop set up at Pithampur, Madhya Pradesh.

**2013** Production starts at India's first Euro 6 commercial vehicles' engine manufacturing plant at Pithampur.

Unveiled Eicher's all-new Pro series of trucks and buses.

Two new manufacturing facilities added: Bus body plant at Baggad and Gear manufacturing plant Unit II at Dewas.

**2014** Inauguration of Eicher Retail Excellence Center - ProXcellence Academy.

**2015** Inauguration of 'Customer Experience Center' and 'Vehicle Display Center' at Pithampur plant.

**2016** Launch of vehicles with CNG engine technology. Entry into sub 5-tonne segment with the launch of Eicher Pro 1049.

**2017** Successful technology transfer for flagship HD product Pro 8000 by Volvo Group to Eicher for manufacturing at Pithampur Plant. Successful introduction of BS-IV product range with iBEGR and SCR technology - Pro 5000 series launch.

**2018** Foray into zero-emission fully Electric bus. Launch of India's first 7-speed technology in Light and Medium Duty Pro series trucks.

**2019** India's first BS-VI Commercial Vehicles range unveiled - Pro 2000 Series of light & medium duty trucks.

**2020** Inauguration of India's first Uptime Centre with 24x7 service support & remote diagnostics. Unveiling of BS-VI range with Innovative EUTECH6 Solution.

Eicher becomes the first company to offer 100% connected vehicles in the commercial vehicle industry in India.

Volvo Buses India integrates with VECV Production starts at state-of-the-art Bhopal plant built with Industry 4.0 principles of a connected factory.

**2021** Eicher establishes a new standard in intercity luxury bus travel with a new coach & sleeper platform. Eicher introduces My Eicher, a holistic fleet Management app.

**2022** Volvo Buses India launches Volvo 9600 platform, inspired by award-winning European design.

**2023** Eicher forays into electromobility with the launch of Pro 2055 EV truck.

**2024** Eicher announces its entry into the SCV Segment.





# THE BRAND PROMISE

Welcome to a community that is driven by and dedicated to **NAYI SOCH, NAYE RAASTE.**

At Eicher, we believe that the world is changing faster, and the new technology is making our lives simpler, easier and offering better ways to grow.

The ambition is always to set new professional standards. To keep looking for newer ways to give our customers next-generation productive vehicles coupled with technologically superior solutions. Together with the backing of the world's best.

We work with drivers, mechanics and the extended support network to keep our promise of leaving behind older ways, to ensure an Eicher vehicle is always on-road, driving profitability & prosperity.



# THE BRAND EQUITIES

We stand for  
**SUPERIOR UPTIME.**

We partner our customers every step of the way by staying 100% connected through the My Eicher app, a 24x7 Uptime Centre, GPS enabled on-road service vans and a pan-India support network.

We stand for  
**RELEVANT MODERNIZATION.**

An ideal man-machine combination in manufacturing and next-gen global engine-technology are testaments to this. Our focus on safe and comfortable cabins, alternate fuels and digital-based solutions, is also driving evolution in the CV industry.

We always stand for  
**BEST-IN-CLASS FUEL EFFICIENCY.**

We lead with innovations like Fuel Coaching, M-Booster Plus, and Cruise Control. We combine engine technology and driver training to drive fuel efficiency and we will be equally energy-efficient in alternate fuels like electric & CNG.





# THE BRAND VALUES

## RESPONSIVE

We are always ready to swing into action to support our customers, anywhere and anytime. Initiatives like Back-On-Road Promise, E-Shoppe, and Remote Diagnostics exemplify our responsive attitude.

## CARING

We believe that all stakeholders in the CV ecosystem are equally important. Looking after the well-being of our drivers & technicians, as well as caring for the environment is a clear focus for us.

## PARTNERING

We don't sell but solve. We partner our customers throughout the life cycle of the vehicle to help them solve their business issues, right from purchase to operating and even selling the vehicle.



# THE BRAND PHILOSOPHY

How do you really define 'new'?  
They say the 'new' takes you  
beyond possible and makes you  
do what's unthinkable.  
Now imagine a world where  
trucks never have to stop.  
Where no one has to wait  
when there is an emergency.  
And happiness  
always arrives on time.

In a hurried world,  
no one worries about kids  
getting to school safely.  
Fathers always come home  
with a surprise.  
Mothers sleep peacefully  
when their son is out  
on the road 24X7.

In a digitally connected  
world, the real connections  
are never lost.

Friendships are never left behind  
when work gets tougher.  
The wheels are kept moving by  
dedicated professionals.  
And ultimately it's not  
just technology, but people  
who save the planet.  
The new thinking not only  
makes our business grow,  
but also gives us newer ways  
to celebrate life.  
**Eicher – Nayi soch naye  
raaste.**