

In order to turn around the fortunes of Royal Enfield, the management began taking a number of marketing initiatives in the early 2000s. By the year 1975, 100 percent indigenization had been achieved in the manufacturing of Eicher Tractors. In the year 1980, Goodearth Company was renamed Eicher Goodearth Limited to leverage on the Eicher brand image in the country. In the year 1958, it entered into a joint venture with Eicher Tractor Company of Germany to manufacture tractors in the Indian market. The joint venture was named Eicher Tractor Corporation of India Private Limited (ETCI). The name was changed to Eicher Tractors India Limited when it was converted into a public limited company when its Indian shareholders bought out the German stake in the company in the year 1965. Further changes like using a single platform for all its vehicles and the introduction of new models like the Royal Enfield Thunderbird saved costs and boosted sales. A new company called Eicher Motors Limited was incorporated the same year for the manufacture of commercial vehicles other than tractors.