

## **Eurocopter India retains the market lead in 2012, contributing to its parent company's strong annual performance**

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**Paced by the sales of light helicopters in 2012, Eurocopter India continued its leadership role in the Indian market last year – capturing a 70 percent share of the new civilian helicopter bookings and 43 percent of registered deliveries in this key geographical region.**

Eurocopter India recorded an impressive 2012 bookings of 12 helicopters, driven largely by the outstanding sale of nine light twin-engine EC135. This represents a 70 percent market share for the two-year-old Indian subsidiary in a fledgling civilian helicopter market that is making steady progress as the country begins to realize the potential and benefits of helicopter operations.

On the deliveries front, Eurocopter India is again leading for the third consecutive year with a total of six registered helicopter deliveries last year, for an overall 43 percent market share. The company performed very well in the light- and medium-category, where every three out of four rotorcraft delivered were Eurocopter products.

“Eurocopter has a 50-plus year relationship with India, and the Eurocopter India affiliate’s performance last year underscores the value of our company’s ability to provide proximity services to meet customers’ needs,” explained Eurocopter President & CEO Lutz Bertling. “We will continue developing our presence in this market, building on the strengths of Eurocopter India as the only full-fledged subsidiary to be established in the country, with plans to expand organically and through co-operations with local partners.”

In addition to Eurocopter India’s headquarters in New Delhi, the company has an office in Bangalore, and it expanded the footprint during 2012 with the opening of a new Mumbai location.

Industrial co-operation remains a focal strategy for the company, with many local partnerships formed to boost the local aviation industry. Hindustan Aeronautics Ltd. has been the global supplier of composite chipsets for Eurocopter’s Ecureuil/Fennec helicopter family; Pawan Hans Helicopters, who owns the largest Dauphin fleet in the world, operates the only Eurocopter-approved MRO (maintenance, repairs and overhaul) centre for Dauphin helicopters in India; and Mahindra & Mahindra has come on board as a commercial partner in the joint development of new market segments.

The sales and deliveries performance of Eurocopter India last year contributed to the Eurocopter parent company’s all-time record turnover of 6.3 billion euros in 2012, while its annual bookings of 5.4 billion euros marked the company’s third consecutive yearly increase since 2010.

### **About Eurocopter India Pvt Limited**

On October 20, 2010, Eurocopter inaugurated its new Indian subsidiary, which has been given the goals of expanding the world’s largest helicopter manufacturer’s commercial presence in this highly-promising marketplace, reinforcing its support and services network throughout the country, and further developing the company’s five-decade relationship with the Indian industry.



Eurocopter India is the 25th subsidiary established worldwide by Eurocopter and the 10th in Asia. It is the first and only foreign helicopter manufacturer to have created a full-fledged subsidiary in India. The subsidiary is headquartered in New Delhi and has an existing facility in Bangalore for the management of industrial activity. A new commercial office was opened in Mumbai in 2012.

### **About Eurocopter**

Established in 1992, the Franco-German-Spanish Eurocopter Group is a division of EADS, a world leader in aerospace and defense-related services. The Eurocopter Group employs approximately 22,000 people. In 2012, Eurocopter confirmed its position as the world's No. 1 helicopter manufacturer with a turnover of 6.3 billion Euros, orders for 469 new helicopters and a 44 percent market share in the civil and parapublic sectors. Overall, the Group's helicopters account for 33 percent of the worldwide civil and parapublic fleet. Eurocopter's strong international presence is ensured by its subsidiaries and participations in 21 countries. Eurocopter's worldwide network of service centers, training facilities, distributors and certified agents supports more than 2,900 customers. There are currently more than 11,780 Eurocopter helicopters in service in 148 countries. Eurocopter offers the most comprehensive civil and military helicopter range in the world and is fully committed to safety as the most important aspect of its business.

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