



**B. GOVINDARAJAN**  
**CEO, ROYAL ENFIELD, ROYAL ENFIELD and WHOLETIME DIRECTOR, EICHER**  
**MOTORS LTD.**

B. Govindarajan is the CEO at Royal Enfield, and also serves as a Wholetime Director on the Board of EML.

Govindarajan has spent over 23 years at Eicher Motors Ltd. and at Royal Enfield in two stints. In his present stint, he joined Royal Enfield in June 2011 as the Senior Vice President - Industry and has been the Chief Operating Officer at Royal Enfield since 2013.

Govindarajan's association with Eicher Motors Ltd. dates back to 1995, when he first joined as Manager - Engineering and was responsible for the Power train unit Manufacturing System Engineering. Subsequently, from 1994 to 2007, he worked across several verticals. In 2004, Govindarajan became the General Manager - Manufacturing at Royal Enfield where he was responsible for the entire manufacturing activity and the implementation of the Lean and Quality Management Systems. In 2006, he was promoted as Divisional General Manager at Royal Enfield, post which he moved to the Commercial Vehicle Manufacturing unit of Eicher Motors in Pithampur as the Head of Operations.

In his current tenure of over a decade with the company, Govindarajan has led several turnkey projects for Royal Enfield and has been instrumental in growing and expanding the company's manufacturing facilities, and in bringing a paradigm shift in product quality, delivery and development processes. He has actively led the production ramp up at Royal Enfield's Thiruvottiyur facility and also spearheaded the establishment of Royal Enfield's two new world class manufacturing plants at Oragadam and Vallam Vadagal near Chennai. He has been instrumental in implementing extensive cost management in sourcing and operations. Under his leadership Royal Enfield has established the Technology centres at UK and in India and he has led the team for successful delivery of the 650cc, twin cylinder Interceptor 650 and the Continental GT 650 which have won recognition across the globe.

In his illustrious career spanning over 32 years, Govindarajan has also worked with TTG Industries, Brakes India Ltd. and Patil Rail Infrastructure Ltd. He received his Mechanical Engineering degree from Annamalai University, Tamil Nadu in 1989 and also holds a Post Graduate Diploma in Materials Management.