

## **■ Eicher Chief Moving to UK for a Year to Boost Bike Biz**

**NEW DELHI:** In order to strengthen its motorcycle business in international markets, Eicher Motors MD & CEO Siddhartha Lal has decided to relocate to the UK for a year, starting next month. Royal Enfield, the two-wheeler division of Eicher Motors, aims to be a global player in 250cc-750cc motorcycle segment over the next decade. "We are in the process of developing engines for the international markets and lots of developmental work is happening in the UK. It is for that I have decided to move to the UK for one year," Lal said told reporters in a conference call.