



YADVINDER SINGH GULERIA **Chief Commercial Officer (CCO), Royal Enfield**

Yadvinder Singh Guleria is the Chief Commercial Officer at Royal Enfield. He heads overall commercial operations with a focus on leading growth and spearheading marketing & sales strategies for India and International markets.

With more than 28 years of professional experience, Yadvinder comes with in-depth knowledge of the automotive industry. Prior to joining Royal Enfield, Yadvinder worked at Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI) as Director - Sales & Marketing. He led the go-to-market strategies while focusing on dealer expansion and field team engagement. Yadvinder also has the credit of building a separate 'Premium Bikes Business' for Honda and leading the structuring of the organization, product portfolio roadmap, and policy-shaping. Before joining Honda Motorcycles, Yadvinder has worked with Yamaha, Hindustan Motors and Polaris India as commercial function leader.

With multiple industry awards and recognitions under his belt, Yadvinder is passionate about workplace creativity and building winning teams. He is an avid motorsports lover and a keen follower of the MotoGP.