

B Govindarajan
Managing Director, Eicher Motors Limited and CEO, Royal Enfield



B. Govindarajan has spent more than two decades at Eicher Motors Ltd and at Royal Enfield, and is currently the Managing Director at Eicher Motors Limited and CEO of Royal Enfield. In addition to this, he also serves as EML's Director on the Board of Stark Future, where EML has acquired an equity stake.

Previously, [Govindarajan](#) had been serving as the Executive Director of [Royal Enfield](#) since August 2021, and prior to that, he was the Chief Operating Officer (COO) at the company since 2013.

In his role as CEO, Royal Enfield, Govindarajan leads the entire Royal Enfield business and is also responsible for spearheading the electric mobility plans for Royal Enfield.

A veteran in the automotive industry, Govindarajan has more than 34 years of experience, 24 of these years, he has spent with Royal Enfield leading the organization at various stages through several critical projects.

Govindarajan's association with Eicher Motors Ltd. dates back to 1995 and has been in two stints. He has been responsible for several roles and has worked across verticals. At Royal Enfield he was responsible for the entire manufacturing activity and the implementation of the Lean and Quality Management Systems. He has been instrumental in implementing extensive cost management in sourcing and operations.

In his present stint, he joined Royal Enfield in June 2011 as the Senior Vice President - Industry and was the Chief Operating Officer heading the entire technical organization at Royal Enfield from 2013 to 2022. During this time he 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 and also played a significant role in elevating the company's business performance. Under his leadership Royal Enfield has established Technology centres in the UK and in India. He has also been the driving force behind expanding Royal Enfield's global footprint and led the setting up of 4 subsidiaries and 5 CKD plants for the brand.

At Royal Enfield he has led the development of several key motorcycles including the likes of the Himalayan, the Interceptor and Continental GT - 650 Twins, the Super Meteor 650 as well as the more recent J-platform based Hunter, Meteor, Classic and the Bullet.

He received his Mechanical Engineering degree from Annamalai University, Tamil Nadu and also holds a Post Graduate Diploma in Materials Management.