

Mohit Dhar Jayal
Chief Brand Officer, Royal Enfield



Mohit Dhar Jayal is the Chief Brand Officer (CBO) at Royal Enfield. Mohit leads the creative and strategic thinking for brand and marketing functions to curate and further cement brand love and associations in the minds of the global consumer and is currently setting up brand operations in London.

He is responsible for creating and executing Royal Enfield's brand strategy and building a distinct, unique and aspirational global brand. He also spearheads partnerships and collaborations with a diverse stakeholder universe, while curating unique experiences for customers.

An established brand and advertising professional with several stellar campaigns to his credit, Mohit has been associated with Royal Enfield in the past and played a key role in designing the blueprint for the company's modern brand identity as an external partner between 2004 and 2014. The seminal work done during this period was instrumental in building a distinct and premium, yet accessible identity for the brand while positioning Royal Enfield strongly in the Indian motorcycling market.

He is a seasoned advertising professional who has created some of the most recognisable campaigns for category leading brands over the past two decades. In 2007, Mohit played a vital role in setting up operations for Wieden +Kennedy India. These include campaigns for IndiGo's branding and passenger experience; global campaigns for Incredible India; a series of highly successful recruitment campaigns for the Indian Air Force and the global 'Make in India' campaign. Mohit joined Royal Enfield from his entrepreneurial venture Motherland JV Pvt Limited wherein he advised several of India's current and emerging unicorns including Oyo, Swiggy, Snapdeal, Zetwerk, Magicpin, Rebel Foods & Chaayos.