

News monitored for: Royal Enfield

EICHER MOTORS ANNOUNCES SHAKE-UP AT THE TOP

EICHER MOTORS LIMITED (EML) announced top level changes, including that of the CEO and Chairman. It appointed current CEO Siddhartha Lal as its new Executive Chairman, marking the end of S. Sandilya's 25-year tenure as Chairman. Lal, who has been serving as Managing Director and CEO of Eicher Motors, is widely credited with orchestrating one of the most remarkable turnarounds in Indian automotive history.

Under his leadership, Royal Enfield evolved from a troubled brand to become a cultural icon and significant player in the global motorcycle market. Now, after more than 25 years at EML in various capacities, he will take on an expanded role focusing on the company's strategic direction.

In his new position as Executive Chairman, Lal will concentrate on shaping EML's long-term vision, driving consumer insights, brand development, and technology adoption while also mentoring the



Siddhartha Lal will now be executive chairman.



B. Govindarajan is the new managing director.

next generation of leaders.

The company also appointed B. Govindarajan as the new Managing Director. Govindarajan, who has been with Eicher for nearly three decades, will retain his position as CEO of Royal Enfield.

It also appointed Vinod Aggarwal as Vice Chairman (Non-Executive), while Aggarwal will continue his role as MD and CEO at VE Commercial Vehicles. The board restructuring also includes the addition of two new independent directors - Ira Gupta,

an HR advisory expert with 27 years of experience including leadership roles at Microsoft India and GlaxoSmithKline, and Arun Vasu, the third-generation leader of the TTK family business who brings extensive entrepreneurial experience.