Siddhartha Lal, CEO, Eicher Motors

The brand is gearing up to deliver "really nice, evocative" motorcycles globally, says the CEO.

On previous occasions, Lal's point of view was that single bike manufacturers like Enfield both now and in the future will appeal to it. “When you make different motorcycles for different markets in different platforms, you need to work on a smaller scale. Eventually, eventually, you need to work on a smallnumber of platforms,” says Lal, CEO of Eicher Motors, which owns Royal Enfield.

Enfield is a company that has a single platform which could probably take to three even four. Even if you only have a few models and need to do those re-engineering not after every model, “in the end, you have to be big to be small. You have to be less is more,” says Lal. “A small number is not to run between the lines but to capture the opportunity that you have. Stick to the core and expand from there into the niche market.”