



**RUDRATEJ SINGH**  
**PRESIDENT, ROYAL ENFIELD**

Rudratej ‘Rudy’ Singh, President of Royal Enfield, joined the brand in January 2015. With over twenty years of experience, Rudy has led Brand and Marketing mandates for well-known companies in India and across the globe.

As President, Royal Enfield, Rudy is responsible for building thought leadership for the brand and leading the commercial business. This includes global sales and after-sales, brand and marketing, new market entries, new product strategy and creating and growing new business opportunities such as apparel, accessories, and other adjacencies.

Prior to joining Royal Enfield, Rudy was based in Singapore with Unilever as Vice President - South Asia, HPC & Foods Marketing Operations. He has been successfully leading brands and businesses in gaining market share both by challenging competition as well as expanding the market globally.

Rudy’s forte has been leading disruptive marketing and business models that challenge status quo. He is a veteran in leading and mentoring diverse teams across geographies & cultures and is passionate in wanting to drive marketing capability and to mentor young managers.

In his career Rudy has received several accolades. In 2012, he was awarded “Marketer of the year” for developing new opportunities for Unilever’s Oral Care business by the World CMO Council in Singapore. He is a part of the Asia CMO board and speaks regularly across the world at various marketing forums. In addition, he is also one of the most accomplished Corporate Amateur Golfers with over 18 tournament wins in India and abroad.