



SIDDHARTHA LAL **MD & CEO, EICHER MOTORS LTD**

Siddhartha Lal is the Chief Executive Officer of Royal Enfield. He is also the Managing Director & Chief Executive of Eicher Motors Ltd., the flagship company of Eicher Group in India.

Since October 2012, Siddhartha is the Chairman of VE Commercial Vehicles (VECV); a joint venture between Volvo group and Eicher Motors Ltd. (EML). July 2012 onwards, Siddhartha is also the Chairman of Eicher-Polaris Private Limited (EPPL), a joint venture between Eicher Motors Ltd. and US based Polaris Industries Inc. that launched the Multix, a new 3-in-1 vehicle purpose-built vehicle for the independent businessman in June 2015.

From July 2008 to July 2010, Siddhartha was the CEO of VE Commercial Vehicles (VECV). VECV is the third largest Commercial Vehicles' (CV) player in India and has ambitions to drive modernization in commercial transportation and become a leading trucks and buses company in India and emerging world markets. During 2000-2004, in his tenure as CEO of motorcycle manufacturer Royal Enfield (a division of EML), Siddhartha helped revive the company's fortunes and also strengthened stakeholders' involvement with the brand.

He holds a Masters degree in Automotive Engineering from University of Leeds and is a Cranfield University qualified mechanical engineer. Siddhartha is also an Economics graduate from St. Stephens College in Delhi and an alumnus of The Doon School.

Siddhartha is also passionately involved in the subject of transportation and the role it has to play in sustainability, especially in urban settings; and its role on our health, safety and quality of life. Due to his efforts in this area, he has also been nominated as a part of the World Economic Forum's (WEF) Global Agenda Council on Personal Transportation Systems. As a young global leader at WEF, Siddhartha is co championing the initiative - 'Transforming Urban Mobility'. He is also a part of the newly formed Next Generation Leaders Board at Indian School of Business.