

**Siddhartha Lal**

Managing Director & Chief Executive Officer  
Eicher Motors Ltd.

Siddhartha Lal is Managing Director & CEO of Eicher Motors Ltd., the flagship listed company of the Eicher Group in India. From July 2008 to July 2010, Siddhartha also took charge as CEO of VE Commercial Vehicles (VECV), a newly formed 50:50 joint venture between Volvo group and Eicher Motors Ltd. (EML). VECV is the third largest Commercial Vehicles' (CV) player in India and has ambitions to drive modernization in commercial transportation and becoming 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. He is now co-championing a Young Global Leader (part of World Economic Forum) initiative 'Transforming Urban Mobility'. Due to his efforts in this area, he has also been nominated as a part of the World Economic Forum's Global Agenda Council for Transportation. He is also a part of the newly formed Next Generation Leaders Board at Indian School of Business.