

Rudratej Singh joins Roy

"I look forward to establishing Royal Enfield as the most iconic motorcycle brand, and a world leader in mid-size motorcycles"

RUDRATEJ RUDY SINGH

President, Royal Enfield

leading the commercial business for Royal Enfield. This will include global sales and after sales, brand and marketing, new product strategy and creating and growing new business opportunities, such as apparel, accessories, and other adjacencies.

Prior to joining Royal Enfield, Rudratej 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. Singh said Royal Enfield has been on an exciting journey, with

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