



B GOVINDARAJAN **Chief Operating Officer, Royal Enfield**

B. Govindarajan is the Chief Operating Officer (COO) at Royal Enfield. He joined Royal Enfield in June 2011 as the Senior Vice President - Industry for his second stint with the company.

During his tenure as the Senior Vice President - Industry, he was actively involved in ramping up production at Royal Enfield's Thiruvottiyur facility and raised the capacity to 1 lakh units per annum, a new production landmark at the company which paved way for the growth of the company. He has also spearheaded the establishment of Royal Enfield's two new world class manufacturing plants at Oragadam and Vallam Vadagal near Chennai and has been instrumental in implementing extensive cost management in sourcing and operations. Under his leadership Royal Enfield has established the Technology centres at UK and in India and he led the team for successful delivery of the 650cc, twin cylinder Interceptor 650 and the Continental GT 650 which have won recognition across the globe .

Prior to joining Royal Enfield in 2011, Govindarajan was the Chief Operating Officer of Patil Rail Infrastructure Ltd. In a career spanning over 23 years, Govindarajan started with TTG Industries

in June 1989 and then joined Brakes India Ltd in June 1992. He joined Royal Enfield as Manager - Engineering in 1995 and was responsible for the Power train unit Manufacturing System Engineering. In 2004, Govindarajan became the General Manager - Manufacturing at Royal Enfield where he was responsible for the entire manufacturing activity and the implementation of the Lean and Quality Management Systems. In 2006, he was promoted as Divisional General Manager at Royal Enfield, post that, he moved to the Commercial Vehicle Manufacturing unit of Eicher Motors in Pithampur as the Head of Operations.

B. Govindarajan received his Mechanical Engineering degree from Annamalai University, Tamil Nadu in 1989 and also holds a Post Graduate Diploma in Materials Management.