



Royal Enfield appoints Rudratej Singh as President

New Delhi, January 18, 2015: Royal Enfield, the world's fastest growing motorcycle manufacturer, has announced the appointment of Mr. Rudratej 'Rudy' Singh as President, Royal Enfield. He will be reporting to Mr. Siddhartha Lal, Managing Director & Chief Executive Officer, Eicher Motors Ltd and will be based out of the company's corporate office in Gurgaon.

Welcoming Rudratej, **Mr. Siddhartha Lal, MD & CEO Eicher Motors Ltd** said, "Rudy joins Royal Enfield after spearheading global brands and businesses for almost two decades across emerging and developed markets. His extensive experience in marketing mix development and managing brand equity along with the rich global perspective will help us in our objective of becoming leaders in the mid-sized motorcycling segment. I welcome Rudy to the Royal Enfield family and look forward to working closely with him to make Royal Enfield a truly global brand."

As President, Royal Enfield, Rudratej will be responsible for building thought leadership for the brand and 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. His 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 and cultures. The new appointment underlines Royal Enfield's strategic brand focus where it continues to evolve its organisation structure by attracting global talent with a view to become leaders in the global mid-sized motorcycle segment.

Commenting on his new role, **Mr Rudratej Singh, President Royal Enfield**, said "Royal Enfield has been on an exciting journey with record growth in the recent years. It has constantly challenged business and brand conventions, and I look forward to establishing Royal Enfield as the most iconic motorcycle brand, and a world leader in mid-size motorcycles"

In his career Rudratej 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. Rudratej is a passionate motorcyclist himself and rides a Royal Enfield Continental GT.

About Royal Enfield:

The oldest motorcycle company in continuous production, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India with its unique and distinctive modern classic bikes. With its new manufacturing base in Chennai, India, Royal Enfield is able to grow its production rapidly against a surge in demand for its motorcycles. With 50% growth every year for the last 3 years, Royal Enfield is fast becoming a very important player in the global mid-size motorcycle market and is working towards re-inventing this space with motorcycles that are evocative and engaging and great fun to ride.

ROYAL ENFIELD

Royal Enfield's product line-up includes the Bullet, Classic and Thunderbird models in both 350 and 500cc displacements; and the recently introduced Continental GT 535cc café racer. Royal Enfield operates through 12 company-operated stores and 380 dealers in all major cities and towns in India, and exports to over 50 countries across the world including the USA, Japan, UK, several European and Latin American countries, as well as the Middle East and South Asia.

Royal Enfield also organises and supports many motorcycling events and rides, more prominently the Rider Mania – an annual gathering of Royal Enfield riders from all over India to the lovely beaches of Goa, and the Himalayan Odyssey, the most arduous motorcycle ride over some of the toughest roads and highest mountain passes in the Himalayas. Royal Enfield also conducts the popular 'One Ride' where people around the world ride out on their motorcycles on the first Sunday of April.

To know more about Royal Enfield, the motorcycles, marquee rides and other initiatives, visit: <http://royalenfield.com>

Be a part of one of the largest communities of motorcycling enthusiasts; like Royal Enfield on Facebook

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About Eicher Motors Limited:

Eicher Motors Limited (EML) is the flagship company of the Eicher Group, which was a catalyst in the green revolution in India with the production of India's first agricultural tractor in 1959. EML is now a leading player in the Indian automotive space. Its 50-50 joint venture with the Volvo group, VE Commercial Vehicles Limited, designs, manufactures and markets reliable, fuel-efficient trucks and buses; and is leading the path in driving modernization in commercial transportation in India and other developing markets. Eicher Motors also owns the iconic Royal Enfield motorcycle business, which leads the premium motorcycle segment in India. The oldest motorcycle company in continuous production world-wide, Royal Enfield has witnessed a huge surge in demand in the recent past, and is charting its course to be the leading player in the mid-size motorcycle segment globally. EML's 50:50 strategic joint venture with US based Polaris Industries Inc., Eicher Polaris Private Ltd. is in start-up phase, and is currently designing and developing, and will soon manufacture and sell a full new range of personal vehicles. In 2013, Eicher Motors recorded its highest ever total income of INR. 7,400 crores (USD 1.2 billion) and is listed on the Bombay and National Stock Exchanges.

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