



SIDDHARTHA LAL

MANAGING DIRECTOR & CEO, EICHER MOTORS LTD.

Siddhartha Lal is the Managing Director and CEO of Eicher Motors Ltd., the flagship company of Eicher Group in India. Siddhartha has also been the Chief Executive Officer of Royal Enfield and the Chairman of VE Commercial Vehicles (VECV); a joint venture between Volvo group and Eicher Motors Ltd. (EML).

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 Master's 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 in 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.

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