



May 13, 2022

**Online intimation/submission**

**The Secretary**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai-400 001  
Security Code: 505200

**The Secretary**  
**National Stock Exchange of India Ltd**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra Kurla Complex, Bandra (E)  
Mumbai-400 051  
Symbol: EICHERMOT

**Subject: Regulation 30 of the SEBI (LODR) Regulations, 2015– Communication**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, please find attached copy of communication being issued today.

You are requested to take the same on your records.

Thanking you,  
For **Eicher Motors Limited**

**Kaleeswaran Arunachalam**  
**Chief Financial Officer**



## **EICHER MOTORS LIMITED ANNOUNCES APPOINTMENT OF B GOVINDARAJAN AS CEO ROYAL ENFIELD**

***New Delhi, May 13, 2022:*** Subsequent to the Board of Directors meeting held on Friday, May 13, 2022, Eicher Motors Ltd. announced the appointment of B Govindarajan as Chief Executive Officer of Royal Enfield. With this appointment, Govindarajan will now be **CEO - Royal Enfield, and Wholetime Director on the Board of Eicher Motors Ltd.**

B Govindarajan's appointment as CEO - Royal Enfield is in line with the company's long term ambitions, strategic growth plans, and a strong product launch lineup over the coming years. With his robust business & technical knowledge, sharp understanding of the industry, strong leadership skills and tenured experience in the industry and at Royal Enfield, Govindarajan is all set to take Royal Enfield to new heights.

Govind has spent more than 23 years across Royal Enfield and Eicher Motors. He has been the Executive Director of Royal Enfield since August 2021, and was Chief Operating Officer of the company since 2013. He has led several turnkey projects and has been instrumental in growing and expanding the company's manufacturing facilities, in addition to bringing a paradigm shift in the product quality and new product development process. He has actively led the production ramp up at Royal Enfield and spearheaded the establishment of its two new world-class manufacturing facilities at Oragadam and Vallam Vadagal near Chennai and the state-of-the-art Technology Centres in the UK and in Chennai, India. During his tenure, Govind has ably straddled business and technical roles with ease and has led commercial operations between 2013 and 2015. He has led the successful development and launch of several award winning motorcycles at Royal Enfield including the Himalayan, the 650 Twin platform and motorcycles, and more recently, the J-series platform with the all-new Meteor and Classic 350. He has been instrumental in furthering the company's global ambitions by establishing subsidiaries, and CKD operations across critical markets.

**-END-**

### **About Eicher Motors Limited:**

Eicher Motors Limited (EML) (Bloomberg: EIM IN Reuters: EICH.NS) is the listed parent of Royal Enfield, global leader in the middleweight motorcycles segment (250cc - 750cc). The world's oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focussed on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield operates in India and over 60+ countries around the world. With modern development facilities in Leicestershire, UK, and Chennai, India, Royal Enfield makes its motorcycles in Tamil Nadu for the world. In addition to motorcycles, EML has a joint venture with Sweden's AB Volvo - VE Commercial Vehicles Limited (VECV) - which is driving modernization in India's commercial vehicle space, and in other developing countries. VECV includes the complete range of Eicher branded trucks and buses, Volvo trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines, and Eicher component business. Its integrated manufacturing plant in Pithampur, Madhya Pradesh is also the global hub for medium-duty 5 and 8-liter engines for Volvo Group. In 2020, VECV signed definitive agreements to integrate Volvo Buses India into VECV including manufacture, assembly, distribution, and sale of Volvo Buses in India.

For FY '22, Eicher Motors Ltd recorded a total income of INR 10,298 crores which is approximately USD 1.34 billion. In addition, VECV reported a total revenue of INR 12,724 crores in FY '22 which is approximately USD 1.64 billion; this revenue is not consolidated in EML's income. EML is listed on the Bombay and National Stock Exchanges. As of April 1st, 2016, Eicher Motors Limited became a part of the Nifty 50 Index. Please visit our website: [www.eichermotors.com](http://www.eichermotors.com)