

B. Srinivas

MD & CEO - VECV



B. Srinivas is the Managing Director and Chief Executive Officer of VE Commercial Vehicles Ltd. (VECV), a leading player in India's commercial vehicle industry and a joint venture between Volvo Group and Eicher Motors.

A seasoned automotive leader with over three decades of experience, Srinivas has built a distinguished career within Eicher and VECV, with deep expertise spanning Strategy, Sales & Marketing, Operations, Product Development, Purchasing, and Supply Chain Management. His cross-functional leadership and execution rigor have been instrumental in shaping VECV's evolution in a dynamic and increasingly competitive market.

He assumed office as MD & CEO on April 1, 2026, succeeding Vinod Aggarwal.

Over the years, Srinivas has held several pivotal leadership roles. As Head of the Eicher Bus business (2018–2022), he strengthened market competitiveness and reinforced the brand's position in a challenging segment. Subsequently, as Head of Product Strategy and Purchasing, he played a key role in defining VECV's long-term product roadmap while enhancing supply chain resilience and strategic sourcing capabilities.

Appointed Chief Operating Officer in 2024, Srinivas led enterprise-wide execution with a focus on growth, operational excellence, and customer-centricity. Under his leadership, VECV delivered strong business performance, with Eicher Trucks & Buses surpassing the milestone of 100,000 annual commercial vehicle sales for the first time in FY 2025–26.

As MD & CEO, Srinivas is steering VECV into its next phase of growth—anchored in innovation, sustainability, and partnerships—while aligning the organization to the rapidly transforming commercial vehicle landscape in India and global markets.