

## Tanveer Ahmad

Senior Vice President



Mr. Tanveer Ahmad hails from a distinguished business family and embarked on his entrepreneurial journey soon after completing his education in Lahore. Working closely with his father and brothers, he gained valuable hands-on experience and played a vital role in strengthening the family enterprise. His early engagement in the motorcycle spare parts manufacturing business equipped him with comprehensive industry knowledge and established a solid foundation for his future growth.

### Professional Journey

More than two decades ago, Mr. Ahmad established the Road Prince brand, which has grown into one of Pakistan's most respected and trusted names in the motorcycle and rickshaw industry. Through his visionary leadership and strategic direction, the company has achieved exceptional growth, consistently setting new standards for quality, innovation, and performance across the sector.

### Key Achievements

- Founded Road Prince, a top motorcycle and rickshaw brand in Pakistan.
- Achieved market leadership through innovation and quality excellence.
- Introduced YADEA electric two-wheelers, promoting eco-friendly transport.
- Implemented international quality standards for superior performance.
- Modernized production with advanced technology and skilled labor.
- Envisions positioning his company as a global symbol of Pakistan's engineering excellence.

### Social Contributions

- Supports Jinnah Hospital, Ehsan Eye Hospital, and Hijaz Hospital.
- Actively involved in community service and philanthropy.
- Promotes sustainable national development through welfare initiatives.

### Affiliations

- Chief Executive, Eiffel Industries Ltd. (Road Prince Motorcycles & Rickshaws)
- Partner, Regal Automobiles Industries Ltd. (DFSK – Prince 4-Wheel Vehicles)
- Partner, Ulfat Textile Mills (Pvt.) Ltd.
- Partner, Suhail & Company

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