

FOR IMMEDIATE RELEASE

**CHANGE OF GUARD AT FADA AS MR. C S VIGNESHWAR HANDS OVER THE BATON
TO MR. SAI GIRIDHAR, FADA'S 38th PRESIDENT**

1st September 2026, New Delhi, BHARAT: The Federation of Automobile Dealers Associations (FADA), the apex national body of automobile retail in India, today announced the appointment of **Mr. Sai Giridhar as FADA's 38th President and for the years 2026-28**. The decision was made at the 323rd Governing Council Meeting, which was held immediately after the 62nd Annual General Meeting.

Mr. Giridhar is the Managing Director of Saisha Motors Pvt. Ltd. based out of Jaipur, Rajasthan and has dealerships of Skoda, Volvo Cars, JSW MG Motors and MG Select.

Mr. Giridhar has been in the automobile business for 30+ years. An alumnus of St. Xavier's School, Delhi, he graduated from Delhi University. His journey in automobile started in 1995 with Daewoo Motors Dealership in Jaipur. He has been serving as the Secretary of the Authorised Motor Association of Rajasthan since the past 10 years and has been associated with FADA for more than 10 years, holding posts of State Chairperson of Rajasthan for 4 years before getting inducted in central leadership team.

The Governing Council also elevated the following for the years 2026-28:

- **Mr. Amar Jatin Sheth**, Managing Director for Group Shaman (Dealer for Honda Cars, Volkswagen and Triumph) based out of Mumbai, Maharashtra, as **Vice President**
- **Mr. Pradeep Agarwal**, Managing Partner for JMG Group (Dealer of Hero MotoCorp & Ather) based out of Cuttack & Bhubaneswar, Odisha as **Secretary**

The Governing Council unanimously elected **Mr. Bharat Kumar Chordia**, as **Treasurer** for the years **2026-28**. Mr. Chordia is the Managing Director of Khivraj Motors Pvt. Ltd. based out of Chennai, Tamil Nadu.

FADA places on record its deep gratitude for the immense contribution of its outgoing President, Mr. C S Vigneshwar, whose leadership has been instrumental in advancing key industry reforms and strengthening the voice of auto dealers across the nation.

While handing over the charge, Mr. C S Vigneshwar said, *"As FADA marked its 60th year, I said our focus would be to strengthen our foundation and elevate the role of the automobile dealer. In our 62nd year, I believe we have done exactly that."*

Retail data, once an argument FADA was making, is today the number this industry plans by. And the dealer's voice now reaches every corner of the Government's corridors — sought there, not merely heard. FADA is no longer an association that seeks a hearing. It is one that is consulted.

I hand over the baton to Mr Sai Giridhar with complete confidence. Having worked alongside him these six years, I know this fraternity moves into exceptionally capable hands. My gratitude to our members because India's growth story will continue to be written at the retail counter."

Commenting on his appointment as FADA's 38th President, Mr. Sai Giridhar said, *"I accept the responsibility of leading FADA with a deep sense of gratitude and humility."*

For more than six decades, FADA's strength has come from its dealers—from thousands of entrepreneurs across the country who have built businesses, created employment and earned the trust of customers in their communities.

My sankalp for the next two years is simple: that every dealer, irrespective of size, brand or geography, should feel that FADA represents him and stands with him. That we work collectively to strengthen OEM-dealer relationships, improve the viability and profitability of dealerships, and prepare our businesses for the changes ahead.

I also want a young person entering a dealership today to see not merely a job, but a career and a future in automobile retail and above all, I want the authorised automobile dealer to be recognised for what he truly is—not merely the last mile of a supply chain, but the first point of trust in a customer's mobility journey.

The future of automobile retail will not simply happen to us. Together, we will build it."

Brief profiles of all the FADA Office Bearers for 2026-28 can be found in Annexure 1, Page No. 03

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About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

Annexure 1

Profiles of FADA Office Bearers for 2026-28

Mr. Sai Giridhar – President, FADA and Managing Director, Saisha Motors Pvt Limited



Mr. Sai Giridhar is a first-generation automobile dealer and entrepreneur with over 30 years+ of experience in the Indian automotive retail industry. An alumnus of St. Xavier's School, Delhi, Mr. Giridhar completed his graduation from Delhi University.

His journey began in 1995, when he started working at an automobile dealership in Jaipur, learning the business from the ground up and gaining first-hand experience of the opportunities and challenges of automobile retail.

Following the closure of Daewoo Motors in India in 2003, he took charge of Chevrolet dealership operations in Jaipur. Starting from the ground up, he played a key role in building and expanding the business across seven cities in Rajasthan, marking the beginning of his entrepreneurial journey.

In 2011, Mr. Giridhar became one of the first 13 Renault dealers in India and went on to build successful dealership operations for both Chevrolet and Renault in Rajasthan.

Today, he leads automobile retail businesses representing Volvo Cars, Škoda Auto, JSW MG Motor and MG Select in Rajasthan. He has been associated with Škoda Auto since 2017, building and expanding the brand's dealership operations in the state. His association with JSW MG Motor has also grown over the years, with the recent addition of MG SELECT, the brand's luxury retail channel, to his portfolio.

A guiding philosophy throughout his journey has been "Service from the Heart"—a belief that automobile retail is not merely about selling vehicles, but about earning the trust of customers and building relationships that last well beyond the sale.

Alongside his business responsibilities, Mr. Giridhar has remained actively involved in strengthening the automobile dealer fraternity. He has served as Secretary of the Authorised Motor Association of Rajasthan for over a decade and has been associated with the Federation of Automobile Dealers Associations (FADA) for more than 12 years. He served as FADA State Chairperson for Rajasthan for four years before moving into the Federation's central leadership.

His approach to leadership places a strong emphasis on people, inclusivity and creating long-term relationships within the organisation. As part of this philosophy, his organisation supports the school education of employees' children up to a specified grade. Over the years, these relationships have grown across generations, with children of some long-serving employees now becoming part of the organisation themselves. For Mr. Giridhar, this continuity is one of the most meaningful reflections of the culture the organisation has built.

Beyond business, Mr. Giridhar is also closely associated with Gupt Vrindavan Dham in Jaipur and the Hare Krishna Movement, supporting its community and social initiatives.

For Mr. Giridhar, the automobile business has always been a people-centric business—built on relationships with customers, employees, partners and the larger dealer community, with “Service from the Heart” at its core.

Mr. Amar Sheth – Vice President, FADA and Managing Director for Group Shaman



A Postgraduate in Business Administration from SP Jain Institute of Management & Research- 2002 batch, Amar at the age of 19 started Group Shaman in 1997 along with his father Mr. Jatin Sheth.

Shaman is now a leading brand in automobile dealerships representing Honda cars, Volkswagen & the British icon Triumph Motorcycles in Mumbai. The Group also provides Mobility & Car Rental Solutions through its venture Shaman Mobility across the country. It also runs a Pre-Owned Car division which caters to a diverse customer set across the city offering products of all makes and models.

The automobile facilities of Group Shaman are spread across 22 locations in the city. Amar is also a shareholder in Landmark Insurance which is one of the largest broking houses spread across the country for motor and general insurance. The group employees over 600 people in the Auto business and 800 people in the Insurance business.

His innovative business practices combined with a strong ethical approach & a passion towards building a customer centric business has won him several accolades & recognition.

Amar had served as a Chairperson for FADA Maharashtra Chapter for 2 terms. He is also a member of the 9 member FADA National Executive Committee.

Amar spends his time out of office on activities like long distance cycling, running & swimming. Classic cars are also of keen interest to him.

Mr. Pradeep Agarwal – Secretary, FADA and Managing Partner, JMG Group



Mr. Pradeep Agarwal is a fourth-generation entrepreneur with over 28 years of leadership experience across the automotive, education, and business sectors. As the Founder and Managing Director of JMG Group, he leads a multifaceted enterprise spanning Hero MotoCorp and Ather Energy EV dealerships across multiple districts of Odisha, alongside leading educational institutions. He holds an MBA from BITS Pilani and is supported by his wife Shipra Agarwal, a Chartered Accountant, and his son Jai Anmol, who is actively involved in the business.

Under his stewardship, JMG Automobiles has served over 200,000 customers, establishing itself as a benchmark in customer experience across Odisha. His forward-looking commitment to sustainability drove the strategic expansion into electric vehicles through Ather Energy dealerships across multiple districts of Odisha.

In education, Pradeep oversees Joharimall High School — a CBSE-affiliated institution named after the family's founding patriarch — and his family also founded Emerti Devi Women's College, contributing meaningfully to educational access and gender equity in Odisha.

At the national level, Pradeep serves as National Secretary of FADA — representing 15,000 automobile dealers across India — and chairs FADA's Two-Wheeler Vertical. As former Executive Director of BNI Greater Odisha, he led the region to become No. 1 globally across 70+ countries and 1,100+ regions.

An avid global traveller across 50+ countries, Pradeep Agarwal's journey exemplifies legacy, leadership, and an unwavering commitment to excellence.

Mr. Bharat Kumar Chordia – Treasurer, FADA and Managing Director Khivraj Motors Pvt. Ltd.



Mr. Bharat Kumar Chordia assumes office as Treasurer of FADA, the apex body of India's automobile retail industry. He has served on FADA's Executive Committee and Council, and earlier as Chairperson of FADA Tamil Nadu, representing dealer interests across the state. He is also Past Chairman of the Motor Vehicles & Allied Industries Association, Chennai.

A Commerce graduate of Loyola College, Chennai, Mr. Chordia is Managing Director of Khivraj Motors Pvt. Ltd. and heads the automobile retail business of the Khivraj Group — a house whose association with Indian automobile retail goes back to 1961, when it began as a Hindustan Motors dealership. The Group is today among Chennai's most established franchisees of Maruti Suzuki, and holds Bajaj Auto's two-wheeler dealership through Khivraj Automobiles Pvt. Ltd. Its wider interests span real estate, renewable energy and infrastructure.

Outside business, Mr. Chordia is Trustee of the Khivraj Foundation and the Navaratan Foundation, and Past President of the Rajasthan Cosmo Club. His work has consistently emphasised entrepreneurship, employment generation and community welfare.