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3rd **AUTO RETAIL** CONCLAVE

Thriving Through Disruption

TUESDAY AUG **24** 02:30 PM

Speakers' Profile



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डॉ. महेंद्र नाथ पाण्डेय

माननीय भारी उद्योग मंत्री, भारत सरकार

डॉ. महेंद्र नाथ पाण्डेय (जन्म 15 अक्टूबर 1957) एक भारतीय राजनीतिज्ञ हैं, जो वर्ष 2014 से चंदौली संसदीय सीट से लोकसभा के सदस्य हैं। वे वर्तमान में भारतीय जनता पार्टी के सदस्य हैं और इससे पहले पार्टी की उत्तर प्रदेश इकाई के अध्यक्ष रह चुके हैं। उन्होंने वर्ष 2016 से 2017 के बीच केंद्रीय मानव संसाधन विकास राज्य मंत्री के रूप में भी काम किया है।

प्रधानमंत्री श्री नरेंद्र मोदी के नेतृत्व में दूसरी बार बनी सरकार में वह मंत्रालय के सदस्य भी हैं। श्री महेंद्र नाथ पाण्डेय का जन्म उत्तर प्रदेश के पखानपुर में एक ब्राह्मण परिवार में सुधाकर पांडे और चंद्रावती पांडे के घर हुआ था। उन्होंने पत्रकारिता में स्नातकोत्तर की डिग्री प्राप्त की है और साथ ही बनारस हिंदू विश्वविद्यालय से हिंदी में पीएचडी भी पूरी की है। वर्ष 1973 में वह सी.एम. एंग्लो बंगाली कॉलेज के छात्र संघ के अध्यक्ष चुने गए थे। इसके 5 वर्ष बाद वे बनारस हिंदू विश्वविद्यालय छात्रसंघ के महासचिव भी बने।

वर्ष 1991 में श्री महेंद्र नाथ पाण्डेय, उत्तर प्रदेश विधानसभा के लिए चुने गए। कल्याण सिंह के नेतृत्व में बनी सरकार में उन्हें आवास और शहरी विकास राज्य मंत्री की जिम्मेदारी दी गई। उन्होंने 1998 से 2000 के बीच योजना (स्वतंत्र प्रभार) राज्य मंत्री और 2000 से 2002 के बीच पंचायती राज राज्य मंत्री के रूप में कार्य किया।

श्री महेंद्र नाथ पाण्डेय ने इस्पात और खान मंत्रालय के लिए, ग्रामीण विकास और सलाहकार समिति की स्थायी समिति के सदस्य के रूप में भी काम किया है। 5 जुलाई 2016 को, श्री महेंद्र पांडे ने मोदी सरकार के पहले कार्यकाल में केंद्रीय मानव संसाधन विकास राज्य मंत्री के रूप में पद की शपथ ली।

17वीं लोकसभा के अंतर्गत प्रधानमंत्री श्री नरेंद्र मोदी के नेतृत्व में 31 मई 2019 को की गई कैबिनेट की घोषणा में श्री महेंद्र नाथ पाण्डेय को कौशल विकास एवं उद्यमशीलता मंत्री का पदभार दिया गया। 7 जुलाई, 2021 को भारी उद्योग मंत्री की जिम्मेदारी दी गयी है।

MR. AMITABH KANT**CEO, NITI Aayog, Government of India**

Mr. Amitabh Kant is presently CEO of National Institution for Transforming India (NITI Aayog). He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 batch). He is the author of Branding India-An Incredible Story and has edited “The Path Ahead- Transformative Ideas for India”. Kant has been a key driver of the “Make in India”, Startup India, “Incredible India” and God’s Own Country” initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. These campaigns have won several international awards and embraced a host of activities – infrastructure development, product enhancement, private-public partnership and positioning & branding based on extensive market research.

Mr. Amitabh Kant has been the Chairman & CEO of the Delhi Mumbai Industrial Corridor Development Corporation (DMICDC). The Delhi Mumbai Industrial Corridor (DMIC) is being developed by the Government of India as a global manufacturing and investment destination supported by world class infrastructure and enabling policy framework. The DMIC project is aimed at the development of futuristic, smart industrial cities in India which will converge and integrate next generation technologies across sectors. The DMIC cities will address not merely the urbanization requirements of India, but with manufacturing as the main economic base, will also contribute significantly to the economic growth of India.

In his capacity as Secretary (Department of Industrial Policy and Promotion) Govt. of India, he vigorously drove the Ease of Doing Business initiative and ranking of States on outcome parameters. These initiatives have led to India making a quantum jump in the World Bank’s Ease of Doing Index and enabled Indian States to compete in the spirit of competitive federalism. He is the Chairman of the Committee to implement Digital Payment in India.

Mr. Kant has been the recipient of Economic Times Policy Change Agent of the Year Award, the Bloomberg TV Personality of the year Award, the NDTV Administrator of the year Award and the Distinguished Fellowship of the Institute of Directors. He is the recipient of One Globe Award-2016 for leadership in Transforming Governance for the 21st Century. He is also the recipient of Sir Edmund Hillary Fellowship awarded by the Prime Minister of New Zealand. He is a Member of the Steering Board of “Shaping the Future of Production Systems” of World Economic Forum. He is also the recipient of Golden Peacock Award for Leadership in Economic Transformation-2017.

Mr. Amitabh Kant has worked as CEO, Delhi-Mumbai Industrial Corridor Corporation, CMD – ITDC, Joint Secretary – Ministry of Tourism, Government of India, Secretary – Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozikode and Managing Director, Matsyafed. During his tenure in Kerala he structured the Calicut Airport as a private sector project based on User’s Free and developed the BSES Power Project and Mattanchery Bridge under Private Public Partnership. He was also responsible for introducing new technology (fiberglass crafts and outboard motor) in the fisheries sector and launching beach level auctions which substantially enhanced returns to traditional fishermen.

Mr Amitabh Kant did his schooling from Modern School, Delhi, graduation in Economics (Hons) from St. Stephens, Delhi University and M.A from Jawaharlal Nehru University. He is a Chevening Scholar. He has also undertaken a mid-term course with John F. Kennedy School of Government, Harvard University and Indian Institute of Management (IIM), Ahmadabad.



MR. KENICHI AYUKAWA

President - SIAM

Mr. Kenichi Ayukawa is the Managing Director & CEO of Maruti Suzuki India Limited, since April 2013.

Before taking over this management role, Mr. Ayukawa was Managing Executive Officer and Executive General Manager, Global Marketing at Suzuki Motor Corporation, Japan.

Mr. Ayukawa joined Suzuki Motor Corporation in 1980. He is a Law graduate from Osaka University, Japan.

In his career spreading over four decades, Mr. Ayukawa has handled several key assignments at Suzuki Motor Corporation, Japan and in the Group's overseas operations. He has managed various business profiles, including HR, Operations and Global Marketing.

He served as Managing Director of Pak Suzuki Motor Company from May 2004 to June 2008.

Mr. Ayukawa has served as a Director on the Board of Maruti Suzuki India Limited from July 2008 to March 2013.

He has been named as the Best CEO – Multinational Companies at the prestigious Forbes India Leadership Awards (FILA) 2016.

In 2017 Business Today magazine named Mr. Ayukawa as the Best CEO - Large Companies.

In 2018 at the Business Today awards Mr. Ayukawa received three top recognitions. He was named as the Best CEO – Large Companies; the Best CEO (Auto and Ancillaries) and the top ranked “Champion of Champions Award”.

For the next three years, 2019, 2020 and 2021 Business Today magazine again accorded Best CEO - Large Companies award to Mr. Ayukawa making him the winner of this prestigious award for five consecutive years.

Mr. Kenichi Ayukawa is the President, Society of Indian Automobile Manufacturers (SIAM), since September 2020.



MR. SUNJAY KAPUR

Incoming President - ACMA

Mr Sunjay Kapur is the Vice President of the Automotive Component Manufacturers Association (ACMA) and Chairman of SONA Comstar Ltd.

Sona BLW Group is primarily in the automotive component manufacturing business, the company is the largest manufacturer of precision forged gears in the world: with a dominant market share. The company supplies gears to all the leading [global] passenger cars, trucks, and off highway vehicles as well as Farm Equipment. Comstar, the electrical division assembles starter motors for passenger cars and SUVs. Comstar was originally a part of the Visteon Group. The Sona Comstar Group has 10 plants spread across India, China, Mexico and the USA.

Mr Sunjay did his schooling from The Doon School, India. He was the House Captain of Hyderabad House and represented The Doon School in Swimming, Water Polo, Tennis, and Field Hockey. Following which he attended the Williston Northampton School, Easthampton in Massachusetts, USA. Mr Sunjay graduated with a BBA from The University of Buckingham, UK.

He has also done a programme on “Growth in the Family Enterprise”, at the Indian School of Business and The University of Pennsylvania (Wharton). In addition to this, he was the class of 2006 of “The Birthing of Giants” at MIT, USA (a 3-year programme done by YEO, MIT, and Inc. Magazine). Mr Sunjay also successfully completed the Owner President Management program at the Harvard Business School in February 2013. He is part of the Harvard Business School Alumni.

He has been the Chairman of the Electric Mobility Committee (with a focus on creating a viable Environment for green vehicles in India) for ACMA. Mr Sunjay is also a member of the Northern Region Executive Committee of Confederation of Indian Industries (CII) and Co-Chair of the CII Manufacturing Committee. Mr Sunjay was the Past Chairman of the CII Haryana State Council (for the year 2020 – 2021). Mr Kapur has been appointed as Member of Board of Governor of the Doon School in the year 2020-21.

Apart from his business interests, Mr Sunjay Kapur has always been passionate about encouraging entrepreneurs in the country. It was in the pursuit of this cause that led him to achieve success in being elected as the Global Chairman of The Entrepreneurs' Organization (EO – formerly known as YEO) 2007-2008. He was the first (and so far only) person from India to hold this prestigious position.

To further his zest for fostering an entrepreneurship culture, he has collaborated with CNBC to create a unique reality show called Masterpreneur India. This program, aired on CNBC Awaaz, is a path-breaking initiative in identifying, recognizing and grooming strong, young organizations. These companies, it is hoped, will someday turn out to be successful and excellent organizations, and create immense social and economic value - by generating new employment, delivering high quality products and services to discerning customers and managing business operations effectively and profitably.

Mr Sunjay is also an avid sportsman and his passion for Polo started sometime in 2004. Not only has he contributed tremendously in a personal capacity by owning and playing for the Sona Polo Team, he has played a very critical role in taking an ancient game restricted to Royalty & Army to the corporate sector, which has helped the revival of the game in India.

Mr Sunjay is married to Priya and has four children: Samaira (15); Safira (14); Kiaan (10); and Azarias (2 Years).



MR. VINKESH GULATI

President - FADA

An astute business leader and passionate motorhead, Mr. Vinkesh Gulati has been actively associated with FADA for over 10 years. As Vice President and a key member in the FADA Executive Committee, Mr. Gulati has helped FADA reach newer heights.

A Law graduate with a Master's in Commerce and Business Administration, Mr. Gulati heads United Automobiles, which has state-of-the-art dealerships of Mahindra and Bajaj Auto. Under his leadership, United Automobiles has emerged as a pioneer, winning a multitude of awards for dealer satisfaction and sales as well as gaining recognition for its excellent service and quality. Mr. Gulati is also the Senior Vice President of United Group of Institutions and manages educational institutions in Allahabad and Greater Noida, which impart degrees in Engineering and Management. Mr. Vinkesh Gulati holds a key position in the Mahindra Dealer Council and serves as a board member for the Automotive Skills Development Council.

A passionate and hands-on leader, Mr. Gulati believes strongly in nurturing and developing manpower as a vital aspect of his businesses. His dedication to teamwork always keeps his team motivated and in high spirits.

Mr. Gulati's extensive experience in business planning, analytical approach to problems, and dedication towards the automobile community will ensure that FADA breaks newer grounds and flourishes under his term as President.



MR. HARDEEP SINGH BRAR

Vice President & Head of Sales & Marketing Kia India

Mr. Hardeep Singh Brar is the Vice President and Head of Sales & Marketing at Kia India. He is responsible for enhancing Kia's leadership position in the Indian market and for enabling the next wave of growth.

Mr. Brar has been associated with Kia since March 2021 and is a reputed leader in the automotive industry, known for his expertise in sales, marketing, customer service and network development.

He brings over two decades of experience in the automotive industry, having most recently served at Great Wall Motors as Director Marketing & Sales. He has also held several senior leadership positions across sales, network, and marketing functions at Maruti Suzuki, Volkswagen, General Motors & Nissan.

He holds a Mechanical Engineering degree from Thapar Institute of Engineering and Technology, Punjab and is also an alumnus of Harvard Business School.



MR. NAVEEN CHAUHAN

Head - Sales and After Sales, Hero MotoCorp

Mr Naveen Chauhan is responsible for driving Sales and Aftersales for Hero Motocorp for its India Business. He is an Auto Industry expert having worked in the automotive industry for over 25 years with leading Automobile companies Tata Motors, Maruti Suzuki and Escorts. He has handled diverse responsibilities with exposure to different Customer Segments, Products & Services, Cultures and Geographies.

He is known for innovative strategies, exceptional performances with manifested & proven abilities in growth, transformations & establishment of new business verticals. A meticulous planner & a firm believer of customer centricity in processes, value chain & holistic experience. He commands high respect for nurturing creativity & valuing "Collaboration over Competition" to achieve results.

Mr Naveen Chauhan is a Bachelor of Engineering from IIT Bombay and holds leadership certification from Wharton Business School.



MR. RAJAN PENTAL

**Senior Group President & Global Head - Retail Banking,
Yes Bank**

Mr Rajan Pental is the Senior Group President & Global Head - Retail Banking at YES Bank. He is responsible for galvanizing the Retail Banking franchise for YES Bank. He carries a rich experience of 3 decades, in the financial services industry. His portfolio includes Branch Banking – Retail, Affluent Banking & Retail Wealth, Retail Assets, SME Banking, Rural & Agriculture Banking, Third Party Distribution, MCC, Retail Collections, Retail Legal, Retail Service Excellence & Customer Experience and Liabilities Product

Management. He is also designated as Non-Executive Director of YES Securities.

Mr Rajan brings with him rich experience in Retail Banking and building new businesses. He has held positions of increasing responsibilities in HDFC Bank (14 years). In his last role, he was designated as Business Head – Secured Loans & Rural Sales (Vehicle Loans – Retail & Wholesale). Earlier at HDFC Bank, Rajan was instrumental in initiating, setting up and institutionalizing the Retail Assets Business for the HDFC Bank in the Northern region. He has worked extensively in creating and executing the Sales and Distribution strategy of these businesses since inception at HDFC Bank.

Mr Rajan Pental has been associated with Tata Finance, ANZ Grindlays Bank Ltd, Escorts Limited and Industrial Chemicals Ltd. He is a B.Sc. from Patna University (1986) and has done his MBA from Indian Institute of Business Management, Patna University (1988). He has also completed an Executive Programme for Development of Strategic Skills from IIM Calcutta in 2004-05.



MR. RAJEEV CHABA

President & MD, MG Motor India Pvt Ltd

Mr Rajeev Chaba is the President and Managing Director of MG Motor India, the India unit of the iconic Morris Garages British brand. As one of the most renowned automotive experts with over three decades of industry experience, Mr. Chaba has been instrumental in driving the MG brand in the country in a start-up-like setting.

In his role at MG Motor India, Mr. Chaba has nurtured a strong, organization-wide focus on technology & Gender Diversity as key differentiators. Under his leadership, the marquee brand has successfully introduced 3 products within 18 months of operations with its products focused on Connected, Electric, Shared & Autonomous (CASE).

Over the course of his career, Mr. Chaba has held various senior positions within the top global automotive brands such as Chevrolet, Cadillac, Opel & Buick across multiple international markets. In 2005, he was the President & MD of GM in India. He has also served as the VP of Marketing & Sales at Shanghai-General Motors (SGM) in China and as the Chairman & MD for GM in North Africa & Egypt. Mr. Chaba started his career with Eicher Motors in 1990 after completing his Masters' degree from IIM Bangalore.

Prior to joining MG Motor India, Mr. Chaba was the Global COO at Vanguard Logistics, Los Angeles (the USA) being the Operating Partner at UK-based private equity firm ManCapital.

Mr. Chaba has also bagged several awards & recognitions during his illustrious career including 'Automotive Man of The Year' by Autocar Professional 2019, 'Editor's Choice Award for 2020' by CSR Times, 'Top 100 Marketing Leaders', & Distinguished Alumni Awards from his Alma mater.

Mr. Chaba is a regular speaker in various Industry forums & business schools. During his term at MG, he has also initiated various community development programs including underprivileged girl child education, donation of ambulances towards healthcare services, facilitating ventilator production/Masks during Covid times, traffic & road safety education, and women employability projects.



MR. SHASHANK SRIVASTAVA

Executive Director, Maruti Suzuki India Ltd

Mr Shashank Srivastava is Senior Executive Director at Maruti Suzuki India.

In his current role, he is responsible for the Marketing and Sales vertical and is in-charge of both Brand Marketing related activities as well as the Retails Channel management.

Mr Srivastava is an Electronics Engineer and a post-graduate from the prestigious Indian Institute of Management Ahmedabad.

Mr Shashank Srivastava joined Maruti Suzuki as a Management trainee almost 30 years ago and has been through various functions like Corporate Planning, Marketing, Advertising, Logistics, Field Sales, Dealer Development, Institutional Sales, Sales Planning and International Marketing.

He has been instrumental in making the various initiatives in the fast changing Automobile scenario and has played a key role in transforming the M&S area at Maruti Suzuki over the years including the current thrust for greater Digitalisation.

His interests include Travelling, Chess and reading.

He is married and has two daughters.



MR. VEEJAY RAM NAKRA

CEO - Automotive Division, Mahindra & Mahindra

Mr Veejay Ram Nakra is the Chief Executive Officer (CEO) for the Automotive Division of Mahindra & Mahindra. His portfolio consists of multiple domestic and global business segments, including Passenger Vehicles, Commercial Vehicles (HCVs, LCVs, SCVs, & Vans, etc.), and Construction Equipment. Mr Veejay Ram Nakra is Chairman of the board of directors for Mahindra and Mahindra South Africa, Mahindra Ideal Lanka, and Mahindra eMarket. He is also a Director on the boards of Mahindra Electric Mobility and NBS international.

Mr Veejay has held various strategic positions over the past 25 years at M&M. Early in his career, he was a part of the core team that developed the Scorpio. After establishing the Scorpio, as its first brand manager, he was responsible for Mahindra's international business as CEO, Mahindra South Africa. On his return to India, Mr Veejay held the National Sales Head- Automotive Division position, which was followed by a stint as Head-Sales & After-Sales. His last role, before becoming the Chief Executive, was that of Chief-Sales & Marketing Officer of the Auto Division.

Mr Veejay Ram Nakra is the Co-chairs of SIAM's Council on Market. He has been associated with Antarang and is passionate about personally mentoring young minds for career planning and skill-building for higher employability.

Mr Veejay Ram Nakra is a graduate in mechanical engineering from MIT, Manipal & a full-time PGDBA in Marketing from NMIMS, Mumbai. He has attended several international leadership development programs, such as Mahindra Universe at Harvard in 2013 and 2019. Mr Nakra was, also, part of the Future Leaders Program in 2016-17, a joint initiative among M&M, Yale University, and IMD Switzerland.



MR. VINOD AGGARWAL

Managing Director & CEO, VE Commercial Vehicle

Mr. Vinod Aggarwal is the Managing Director and Chief Executive Officer of VE Commercial Vehicles Ltd (VECV), a Joint Venture Company between AB Volvo of Sweden and Eicher Motors Limited.

Mr. Aggarwal has more than 34 years of experience. He joined Eicher in the year 1983 and since then has handled various assignments across the Tractor, Trucks, Buses, Gears and Engines Businesses. He took over the role of the Group CFO in 2006; President of Eicher Trucks and Buses in 2009 and CEO of VECV in July 2010. He was appointed as the Managing Director of VE Commercial Vehicles in

October 2016.

He was conferred the 'CV Man of the Year Award' at the annual Apollo CV Awards 2014, felicitated with the 'Hall of Fame Award' at the 4th Annual Manufacturing Today Excellence Summit & Awards 2015 and awarded as the 'Best CEO' in the Medium & Heavy (CV) Makers category in 2016 by World Auto Forum.

Mr. Aggarwal has had an illustrious career with VE Commercial Vehicles and has played a variety of financial leadership and commercial roles over the last three plus decades. He is a sharp and an astute leader, with a strong business orientation. He is performance driven and holds a high sense of integrity and ethics. At VECV, he gained meaningful domain experience and also developed a true portfolio mindset. He has played a crucial role in collectively taking the joint venture's technological advancements to the market. Packed with his vast knowledge of the Indian ecosystem, Mr. Aggarwal has led the Company from the front in bringing the best of commercial vehicles to the Indian roads, that support all nation building initiatives by the government.

**MR. VIPIN SONDHI*****Managing Director & CEO, Ashok Leyland Ltd***

Mr Vipin Sondhi is the Managing Director and Chief Executive Officer of Ashok Leyland, flagship of the Hinduja group, Ashok Leyland is the 2nd largest manufacturer of commercial vehicles in India. A US \$ 2.09 billion company (2020-21), and a footprint that extends across 50 countries, Ashok Leyland is one of the most fully-integrated manufacturing companies this side of the globe.

Mr Vipin Sondhi has over three decades of experience in Manufacturing and Engineering based companies such as JCB, Honda, Tata Steel and Tecumseh.

Prior to Ashok Leyland, he was heading JCB India, where he spent over 13 years, and was a member of JCB's global executive team. He led the \$1.7 billion JCB business, with five manufacturing plants situated in three locations, and established market leadership in the Construction Equipment Industry. JCB's Made-in-India products were also exported to over 100 countries, cumulatively, during his time. Mr Vipin has a strong and proven track record as a leader, and is a passionate hands-on professional.

He is an alumnus of The Indian Institute of Management, Ahmedabad, The Indian Institute of Technology, New Delhi, and did his schooling at The Lawrence School, Sanawar. These institutions helped him constantly expand the boundaries in academics, as well as extra-curricular activities that laid the foundation for holistic development.

He was appointed by the Government of India as the Chairperson of the Board of Governors, of the Indian Institute of Science Education and Research (IISER), Bhopal in December 2015. An elected member of the Confederation of Indian Industry's (CII) National Council, he has been the Chairman of Excon, South Asia's largest exhibition for Construction Equipment from 2006 to 2019.

He was conferred The Economic Times "Most Promising Business Leader of Asia – Construction Equipment Industry" in 2018-19. He was also conferred with an Honorary Fellowship by the Centre for Excellence in Project Management (CEPM) in December 2017. He has been awarded The CEO of the Year Award at CEO India Awards in 2014; the Udyog Rattan Award by the Institute of Economic Studies in 2011 and the Young Manager's Trophy by the Confederation of Indian Industry (CII) in the year 2000.

Currently, he holds the positions of Vice President – SIAM (Society of Indian Automotive Manufacturers), and Vice President – ASDC (Automotive Skill Development Council). He is also the Chairman, CII National Committee on Future Mobility & Battery Storage and Chairman of CII's National Committee on R&D and Innovation.



MR. YADVINDER SINGH GULERIA

Director - Sales & Mktg, Honda Motorcycle & Scooter India

After spearheading the sales & marketing operations at Honda 2Wheelers India since 2012; Mr. Yadvinder Singh Guleria has been elevated to the Board of Directors of Honda 2Wheelers India in 2020. In his new role now, Mr. Guleria has greater responsibilities with additional charge of Customer Service, Logistics Planning & Control, Premium Motorcycle Business, and Brand & Communication along with Sales & Marketing.

A firm believer in The Power of Dreams, Mr. Guleria has stewarded brand Honda with his unique blend of leadership, strategic vision, and intuitive understanding of market dynamics. Mining new opportunities in every disruption, Mr. Guleria has led Honda to become the 2nd largest two-wheeler Company in the country.

Leading from the front, Mr. Guleria continues to inspire his young team to innovate and win the hearts of over 50 million customers of Honda. Be it challenging the status quo with Honda's debut two-wheeler in India – the iconic Activa in 2001 to scripting the brand's rural foray a decade later; creating top of mind recall for Wing Mark as the Only Honda in Indian 2Wheeler industry in 2012 to setting up the premium motorcycle business vertical under the immersive & exclusive Silver Wing Mark in 2019, Mr. Guleria has redefined the art of capturing customers' curiosity while strengthening Honda's future readiness in the disruptive era of today.

His suave marketer instinct has led to brand Honda winning accolades like Most Exciting 2wheeler Brand (Brand Equity 100 Most Exciting Brands 2015), Most Trusted 2wheeler Brand (Brand Equity 100 Most Trusted Brands 2015) and himself being recognized as the 'Marketer of the Year' from IAA Leadership Awards, for 4 years in a row,

An excellent communicator with a great sense of humor and a flautist by hobby, Mr. Guleria is a regular speaker and jury member at key industry and CMO panels such as SIAM Looking Ahead Conclave and jury member in various A&M platforms. Additionally,

Mr. Guleria is also a certified Safety Riding Trainer and Chief Instructor- Sales Training by Honda Motor Company, Japan.

Post his graduation from Punjab Engineering College, Mr. Guleria started his career with Yamaha Motors India (Pvt.) Ltd. (YMIL), and worked his way up to be the company's youngest sales manager. In 1998, he shifted gears to 4-wheeler industry and joined Hindustan Motors Ltd (HML) before moving to Honda where he was a core founding member in 2001. In April 2011, he briefly joined Polaris India Pvt. Ltd; before rejoining Honda in 2012.



SPEAKERS' PROFILE



MR. HORMAZD SORABJEE

Editor, AutoCar India

Mr Hormazd Sorabjee is widely regarded as India's leading automotive journalist. He is presently the editor of Autocar India magazine, India's best-selling automobile magazine by far.

Mr Hormazd began his career with The Indian Auto Journal in 1986 where he pioneered the concept of automotive journalism and road testing in India. Since then, Mr Hormazd Sorabjee has been closely involved with the auto industry and automotive market and his articles have appeared in major publications in India and abroad.

Considered an authority on the Indian automotive market, Mr Hormazd Sorabjee is widely quoted by the media for his views. He is a regular face on the Autocar Show on the Times Network. Mr Hormazd Sorabjee is on the jury panel for the International Engine of the Year awards and the World Car of the Year Awards.

Mr Hormazd has driven in over 70 countries and across continents. He has been involved in several long distance expeditions which include drives from Germany to India and Delhi to Paris. He was also key member of organising team for the government-led ASEAN Rally from Singapore to Delhi. Mr Sorabjee has also driven to the four corners of India; from Kargil to Kanyakumari and Kutch to Kibithu.

On an average drives around 70-80 different cars a year.



SPEAKERS' PROFILE



MR. RAKESH BATRA

Independent Director & Strategic Advisor

Mr Rakesh Batra is an industry expert and an Independent Director on the Boards of a few leading Automotive companies in US and India. Until recently, he served as Partner and Automotive Sector Leader with EY India. Currently he is also a Strategic Advisor to a start up in the Indian EV ecosystem.

Mr Rakesh Batra brings significant management and consulting experience of 40 years in India, US and Australia in the Automotive, Industrial Equipment and Manufacturing industries with deep auto retail, corporate strategy and business transformation experience.

He is a regular speaker in industry forums and has presented over the years at key industry conferences of ACMA, ATMA, CII, FADA, SIAM and various OEM's and Suppliers.



MR. SAMIR CHOUDHRY

Dealer Principal, Trident Automobiles

Mr Samir Choudhry is a defunct engineer by profession and a first generation entrepreneur, started his career in 1984, manufacturing sheet metal components for Kirloskar Electric at Bangalore.

A few years later, joined hands with his cousin Vivek, the partnership led to the birth of Trident Powercraft (alternator/motor manufacturing) and Trident Automobiles (automobile dealerships)

In 1998 Trident Automobiles, took on its first dealership for Hyundai Motor India as its first brand.

Today, Trident represents Hyundai, Renault, Daimler and Isuzu.

The company also enjoyed brief relationships with Mahindra and Honda.



MR. SANTOSH JOHN RODRIGUES

Dealer Principal, Karnataka Agencies

Mr Santosh John Rodrigues, 38, is Dealer Principal and Partner in Karnataka Agencies, an authorised dealer for M&M Ltd.

He has done his MBA Marketing from Mumbai University

He is the President of DAC of M&M Ltd since 2018.

His interests include Vehicle Modifications by the name of KAM Customs and Off Roading.



DR. M P SHYAM

Dealer Principal, Advait Motors Pvt Ltd

Dr. M P Shyam is a Mechanical Engineer from B.M.S. College of Engineering and has done M.Sc in Grain Science from Kansas State University, USA and PhD. on Automobile Logistics from Tumkur University.

He is the Director of leading Group of Companies including Cauvery Motors Pvt Ltd, Akshara Motors Pvt Ltd, Akshaya Benz and Advait Hyundai which are running successfully in the stream of Automobile Industry having product lines - Hyundai, Honda, Ford, Mercedes Benz for Passenger Cars & Buses, Ashok Leyland for LCV, and Hino, JCB & Mahindra & Mahindra for Commercial Vehicle segment.

The group has over 100 outlets and under his leadership the group has faired to be one amongst the top 25 automobile retail chain in India.

He is the President of Karnataka Automobile Dealers Association and is also the Governing Council Member of Federation of Automobile Dealers Associations.

He is on the Board of the 'RV University', which has 19 institutions with over 35000 children from primary school to professional courses colleges for engineering and dental science. He is committed to improve educational standards and facilities.

He was chosen in the Global Ford Dealer Council, the only person to represent Asia and India amongst the twenty council members for the world.

He has won several awards for excellence in sales, service and customer satisfaction. He has also won the Ford President's award four times in a row, the first time in India, the record stands unbroken even now.



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3rd AUTO RETAIL CONCLAVE

ABOUT FADA

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 dealers having 26,500 dealerships including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~4 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.

FEDERATION OF AUTOMOBILE DEALERS ASSOCIATIONS

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