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There is much work to be done, from converting the consumer to favour a 'branded fruit' to managing the supply chain to suit the business' unique needs

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Ashok Sharma is the President and Chief Executive of the Agri business vertical. He is an old Mahindra hand. Having joined the company's farm equipment sector in 1998, he has steadily risen through the ranks to head the group's Agri business. In the past, Ashok has also contributed to areas related to quality management, strategic planning and business excellence.

Ashok Sharma is the President- Agri and Africa & South Asia Operations, MD & CEO, Mahindra Agri Solutions Ltd. and a member of the Group Executive Board of the Mahindra Group.

Ashok holds a Bachelors in Mechanical Engineering from the renowned VJTI, Mumbai and a Masters in Management Studies from the prestigious Jamnalal Bajaj Institute of Management Studies. He is also a certified six sigma black belt from the Motorola University. Prior to joining Mahindra & Mahindra, Ashok has held successful leadership positions in various Indian and Multinational corporations like Godrej & Boyce Manufacturing Co., Videocon International, and Daewoo Electronics.

Since 1998, he has been with Mahindra & Mahindra and has headed diverse functions including Sales, Channel, Marketing, Quality and Strategy, where he contributed significantly to increasing Mahindra & Mahindra's Market Share in the tractor business and in sustaining its leadership position.

He is currently the President of the rapidly growing

portfolio of Agri Businesses as well the entire Automotive and Farm Equipment businesses of the Mahindra Group in Africa and South Asian markets of Sri Lanka, Nepal, Bangladesh and Bhutan. He is also the MD & CEO of Mahindra Agri Solutions Ltd. He also heads the Business Excellence and Innovation functions for entire Automotive and Farm Equipment businesses of the Mahindra Group.

Under his leadership, Mahindra's Agri Business portfolio, which includes fresh produce, irrigation, crop development and protection inputs, staples, dairy has grown 12 fold in the last 5 years, become one of India's largest grape exporter with a strong customer base in Europe and South East Asia, launched India's first premium fresh fruit brand Saboro, initiated Saboro Dairy business in Indore, launched NuPro Mustard Oil in Kolkata and NuPro Pulses in Mumbai and has also established 'Farm to Fork' presence across the Agri value chain. Ashok has been instrumental in articulating and pursuing Mahindra Agri Businesses' vision of Delivering FarmTech Prosperity. It is his passion and commitment to this vision that enables Mahindra to positively impact more than 100,000

farmer lives each year through its Samriddhi network of agronomy, input, and buy back centers.

Ashok has big ambitions for Agri Business. He aspires to make Mahindra Agri Business an end to end solution for all the farmers' needs. He wants to make our brand 'Samriddhi' synonymous with Indian Agriculture and wishes to enable more than 2 million farmers to Rise by 2022 through the efforts of Mahindra. Samriddhi Centres have so far impacted the lives of around 778,000 farmers and through six editions of Mahindra Samriddhi India Agri Awards, have attracted more than 198,000 agricultural innovations and success stories till date. This year alone, the Awards have attracted a record 54736 nominations. Also, as a direct extension of Mahindra's presence across the value chain, he has exciting plans for creating a strong Food brand from the stable of Mahindra.

He has equally big ambitions for the group's businesses in the African continent, where the group has ambitious plans. With a vision of "One AFS in Africa", Ashok was instrumental in developing an integrated strategy for the Automotive and Farm Equipment sectors in Africa. He wants to make the Mahindra brand an integral part of the African continent and its people, and create Rise stories in Africa along the lines of what Mahindra has done in India.

Ashok is also leading the creation of a strong on

ground presence in the South Asian countries. He is very ambitious about creating a strong Mahindra brand in South Asia which resonates with the group's aspiration of being amongst the top 50 most admired global brands.

Ashok is also one of the foremost authorities in the world of Quality. He has led Mahindra's Farm Equipment Sector, Swaraj Division, and our Powerol Division to successfully challenge the prestigious Deming Prize, and under his leadership Mahindra Farm Equipment Sector successfully claimed the Japan Quality Medal.

Ashok is an advisor to the Union of Japanese Scientists & Engineers (JUSE), is Chairman of the CII TPM Club of India, and serves on the Technical advisory committee of TUV. He also serves as a Member, CII Africa Committee and CII Western Regional Council.

In his spare time, Ashok enjoys reading and meditating. He lives with his wife in Mumbai, India and has a son who holds a dual degree in Engineering and Management from UC Berkeley.

Connect with Ashok Sharma



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Ashok Sharma

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