

**Mahindra**  
*Rise.*



## SP Shukla

Group President & CEO - Aerospace & Defence Sectors  
Member of the Group Executive Board


As Group President, Shukla is responsible for the Aerospace, Defence and Steel sectors. He is Chairman of the boards of several companies engaged in designing and producing aircrafts, armoured vehicles, radars, naval systems and specialty steel.

A B.Tech & MBA graduate, he has 36 years of rich and varied experience in managing large projects and operations.

Prior to his current role, he served as President of Group Strategy and Chief Brand Officer of the Mahindra Group. He oversaw and orchestrated a complete makeover of the visual identity of the Mahindra Group. It was during this period that the Group Strategy Office launched and institutionalised Rise Prize (with Prize money of US \$1 Million) that aims to foster and develop the innovation ecosystem in India. He was also responsible for the Mahindra Racing portfolio – both MotoGP (Motorcycle) and Formula E (Electric Cars) in his capacity as Chief Brand Officer.

He also served as Chairman of the Group Brand Council and Member of the Investment Committee of Mahindra Partners and continues to serve as the Chairman of Mahindra Innovation Academy. He served as Director on the Boards of Group companies such as Bristlecone, USA and Mahindra First Choice Services, India. Additionally, he is a Director on the Boards of CIE, Spain and Mahindra CIE, India.

Shukla is affiliated with several renowned industry forums. Besides the India-Spain CEOs Forum, he is also a member of the Indo-French CEOs Forum and the Indo-French Chamber of Commerce & Industry. He is the Co-Chairman of FICCI Committee on Defence & Aerospace and a member of the Technology Development Board, Department of Science & Technology, India.

Connect with SP Shukla  @Prakashukla

# Thank you

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