

*We enable our customers to RISE by pioneering Farm Technology solutions, globally.*



**Cascading our ambition to be a leading brand worldwide, Rajesh is responsible for the rapid globalization of Mahindra's Farm Equipment Sector. Through his efforts, new-age businesses such as Trringo, have provided much needed digitization to the tractor industry.**

Rajesh Jejurikar heads the Farm Equipment Sector (FES) and the Two Wheeler Division. The tractor business, with its two brands – Mahindra & Swaraj, is a part of FES.

A 1986 batch MBA student from S.P. Jain Institute of Management, Rajesh has attended the Wharton Advanced Management Program at The Wharton School, University of Pennsylvania and was awarded the British Chevening Scholarship to study at the Manchester Business School, UK.

After having worked with Voltas, FCB Ulka and Marico, Rajesh joined the Automotive Sector as Vice President – Marketing in 2000. In 2003, he was appointed Executive Vice President – Sales & Marketing. In 2005, he was given additional responsibility as the Managing Director of Mahindra Renault, where he oversaw the development and launch of the Logan in India. In 2008, he became Chief of Operations of the Automotive Sector and when Automotive & Farm Equipment Sector (AFS) was formed in 2010, he was appointed Chief Executive for the Automotive Division and Member of the Group Executive Board.

He has been a member of the Advertising Awards Jury & Media Awards Jury of the Ad Club and the Management Committee of the Ad Club. He is a visiting faculty and the Alumni representative on the Governing Body of S. P. Jain Institute of Management & Research. Rajesh is often invited as a Speaker at several seminars and training programs. He also has an honorary position on the Enactus India National Advisory Board.

Rajesh was featured in the book titled 'India's Most Powerful Brand Builders' released at Asia Brand Congress 2008 and was a part of the cover story on 'Young Leaders' in Outlook Business in 2009. In September 2013, he was a part of a list of 50 Young Leaders of India, compiled by the British High Commission, India.

He is passionate about fitness and is an avid reader.

Connect with Rajesh



@rajesh664

# Thank you

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