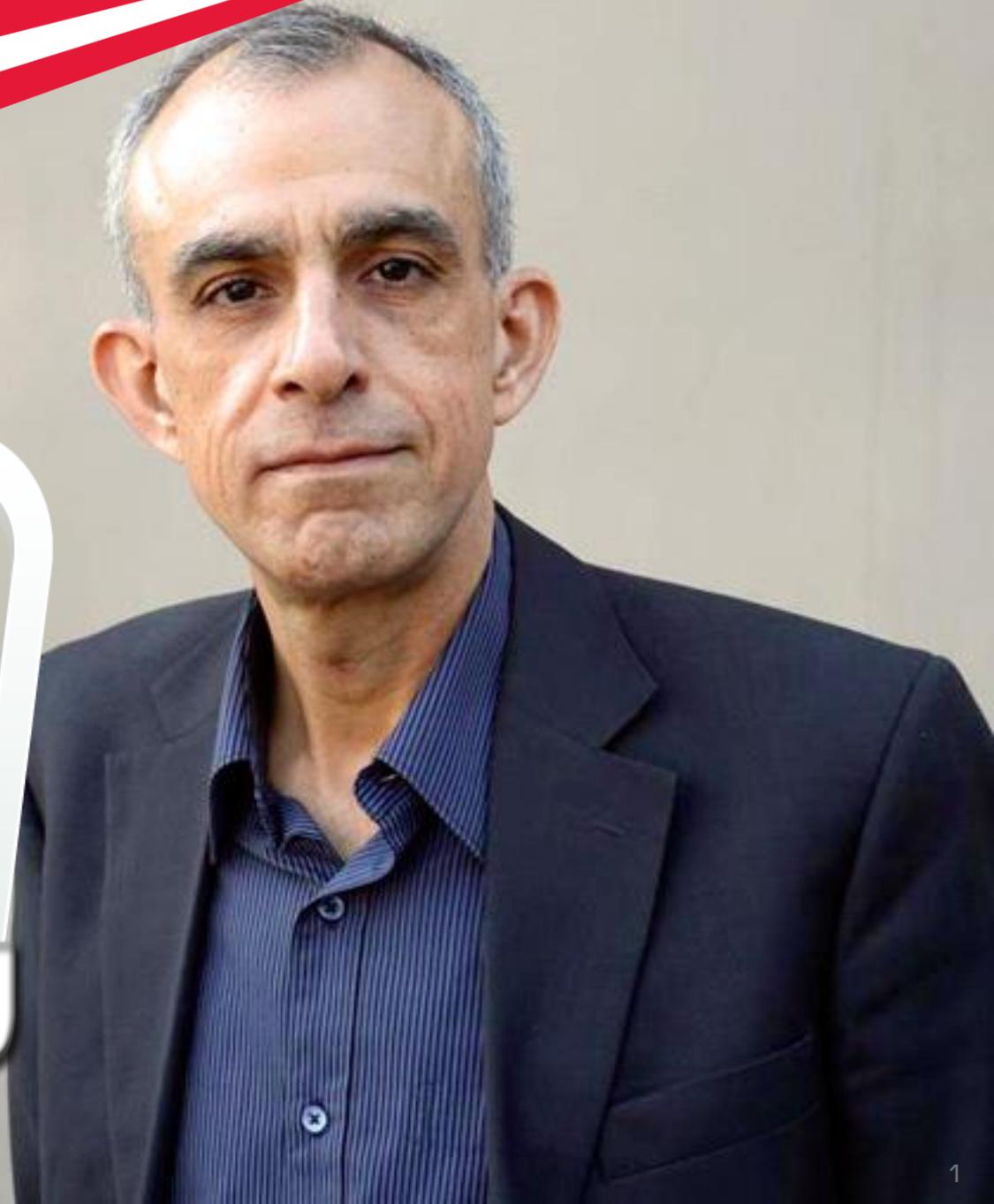


The word 'rise' cuts across cultures and countries. We found that it resonated with people everywhere. Everyone has the aspiration to rise above their lot."



In charge of cascading the brand story within and outside the Group, Ruzbeh plays a critical role in Mahindra's aspiration to become one of the world's most admired brands by 2021. His related responsibility is to ensure that Mahindra maintains only the highest ethical standards across the Group and in all its offerings.

Ruzbeh joined the Mahindra Group in 2007 as Executive Vice President – Corporate Strategy, responsible for strategy formulation and monitoring across the Group. In 2009, he was also appointed Chief Brand Officer, and was instrumental in spearheading the work on the Group's brand position, Mahindra Rise. He subsequently led Mahindra's entry into the exciting arena of Motor Cycle Racing in the World MotoGP Championships, making Mahindra the first Indian two wheeler manufacturer to participate on the world stage of motorcycle racing. He was appointed to the Group Executive Board in 2010. In 2012, he was appointed head of International Operations in where was responsible for spearheading Mahindra's efforts to open up new markets for the Automotive and Farm Equipment businesses.

In April 2014, he assumed a new role as Chief - Group Communications & Ethics Officer. Communication plays a vital role in conveying our brand principles to audiences all over the world and in strengthening our internal culture centered around the idea of 'Rise'. It is especially crucial given the Mahindra Group's aspiration of becoming amongst the Top 50 Most Admired Global Brands within the next decade. Ruzbeh's strategic orientation and global credentials bring enormous value to this new function, where he works with all Mahindra Group businesses to develop and strengthen communications strategy and execution on a global scale. In addition, as the Chief Ethics

Officer, he is also responsible for infusing and maintaining the highest ethical standards across the Group.

After his Bachelors in Commerce from Bombay University, Ruzbeh went on to receive his Masters in Management Studies from the Jamnalal Bajaj Institute of Management Studies, Mumbai. He is an alumnus of the Advanced Management Program at the Harvard Business School.

Before joining Mahindra, Ruzbeh spent close to 22 years with Hindustan Unilever and Unilever. He joined Hindustan Unilever as a Management Trainee in 1985 and held a number of positions with the company, including Brand Manager for Surf and Regional Manager for Western India. He won the Central Asia & Middle East Unilever Innovation Award in 1999 for work on customer development. Ruzbeh has extensive international experience, including stints with Unilever Central Asia (as Marketing Manager – Home and Personal Care), Unilever Africa Regional Group (as Vice President Customer Development) and Unilever Maghreb (as a member of the Board of Directors heading the customer development function for the Maghreb Region).

At Mahindra, Ruzbeh has leveraged his cross-cultural experience when he led the Mahindra Global

Recruit Program, through which Mahindra annually recruits from Ivy League campuses in the US.

Ruzbeh is an avid jogger, swimmer, and sports enthusiast. He enjoys watching football. His interest in sports has permeated his work-life, where he led Mahindra's participation in football (the Mahindra Youth Football Challenge partnering with the Celtic Football Club) and basketball (the Mahindra NBA Challenge, partnering with the NBA)..

Connect with Ruzbeh



@ruzbehirani1



ruzbeh irani

Thank you

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