

Mahindra
Rise.



S.P.Shukla is a Member of the Group Executive Board at Mahindra and as Group President, is responsible for the Aerospace and Defence Sector. He is also the Chairman of Mahindra Sanyo Special Steels. A versatile personality, Shukla is credited with taking mobile telephony to the masses in his earlier stint as the CEO of Reliance Communications.

As Group President & CEO, Aerospace & Defence Sector, SP Shukla spearheads our initiatives & businesses in this area, as we seek to harness the vast potential in these sectors aligned to the Indian Government's "Make in India" policy. Concurrently, SP Shukla also serves as Chairman of Mahindra Sanyo Special Steels Ltd. He also chairs Mahindra Innovation Academy & Africa Council of the Group. He is member of the Group Executive Board of Mahindra & Mahindra, and board director of a number of Group companies. Moreover, he is also responsible for developing strategic partnerships, both Indian and global, that helps fuel our growth.

Prior to his current role, SP was responsible not only for the Group's strategy and branding, but also its successful implementation. As President of Group Strategy, he oversaw the launch and codification of the Rise Prize (worth US \$ 1 Million), and as the Chief Brand Officer, helped create Mahindra Racing's current portfolio in MotoGPTM and FIA Formula E. In 2013, SP orchestrated the immense makeover of the Group's visual and verbal identity as Mahindra's Chief Brand Officer. It was a crucial step that set into motion our journey to be amongst the most admired global brands by 2021. SP's other strategy roles included being a member of the Investment

Committee of Mahindra Partners that oversees the Group's expansion into new ventures like Solar Energy, Retail, Logistics, and Boats business.

SP's enviable credentials as a pioneering, hands-on leader include executing large-scale, tech-intensive projects, building B2C brands, and laying the foundations of the Indian telecom industry. Before joining Mahindra, he was President & CEO, Reliance Infratel Ltd (RITL), a large infrastructure company with sizeable investments in telecom towers and optic fibres. His earlier stints were with Dunlop India and Swisscom Essar (later Vodafone Essar).

With a Bachelor's degree in Technology from IIT-BHU and an MBA from IIM Ahmedabad, where he received the Mahindra Industrial Scholarship for academic excellence in Marketing and Finance, SP brings to the table over 34 years of successful experience in innovation & execution.

Connect with S P Shukla



@prakashukla

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