Mahindra First Choice Wheels appoints Ashutosh Pandey as its new CEO

Emerging

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Mumbai, July 02, 2018 : Mahindra First Choice Wheels (MFCW), a dominant player in the Indian used-vehicle ecosystem, providing products, services and platforms that cater to the needs and solve problems for retail and wholesale customers through its “on-the ground” and “in-the-cloud” capabilities,today announced the appointment of Mr. Ashutosh Pandey as CEO.

Mr. Pandey replaces Dr. Nagendra Palle. With more than two decades of experience in leadership roles across e-commerce, retail and functional roles in diverse industries, Mr. Ashutosh Pandey joins MFCW from the Tata Group where his last assignment was as CEO of Tata CLiQ (Tata Unistore Limited), the digital commerce venture of the Tata Group, a business that he was responsible for founding and developing in the period October 2014 to May 2018.

Mr. Rajeev Dubey, Group President (HR & Corporate Services) and CEO (After Market Sector), Member of the Group Executive Board,

Mahindra Group, said, "MFCW has grown exponentially in the last few years and truly established itself as a leader in the multi-brand used car space. Ashutosh, with his considerable experience in the e-commerce and retail industry will, I am confident, help build and connect the used vehicle ecosystem supported by technology enabled products, services and operations that fundamentally organise an otherwise largely unorganised industry."

Mr. Pandey had joined the Tata Group in 1998 as a member of its flagship cadre, the Tata Administrative Services (TAS). Over the next sixteen years, he had taken up challenging assignments in Tata Global Beverages (erstwhile Tata Tea), Rallis India, Tata Communications and the Taj Group of Hotels, in functions spanning marketing, strategy, business development and project management. He also worked with Accenture Consulting for a year, where he was responsible for the post-merger integration of two large Companies.

Before taking up his assignment as CEO of Tata Unistore in 2014, Mr. Pandey was the COO of Landmark E-Tail Limited, Trent's online retail business, from 2013 to 2014. He was earlier the COO and Business Head of Landmark, one of India's leading leisure and entertainment retailers, from 2009 to 2013. During this time, he was responsible for the turnaround in the retail format besides building the brand, customer connect and store operations.

Mr. Pandey is an MBA from FMS Delhi and holds a BE degree from BIT Sindri. He is based in Mumbai.

About Mahindra First Choice Wheels

Mahindra First Choice Wheels is a dominant player in the Indian used vehicle eco system providing products and services to cater to the needs of retail and wholesale customers utilizing its “on-theground” and “in-the-cloud” capabilities.

The company’s unique business model has also been acknowledged by external investors. The company has raised funding from Silicon Valley based Hedge Fund, Valiant Capital and Cox Automotive, a $17 Billion US based enterprise providing digital marketing, classifieds, software, wholesale and eCommerce solutions to dealers, consumers, manufacturers and financial institutions. Its brands include Manheim®, Autotrader®, Kelley Blue Book®, Dealertrack®, vAuto®, Xtime®.

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