

**Mahindra**  
*Rise.*



## Ruzbeh Irani

President (Group Communications & Ethics) & Chief Brand Officer  
Member of the Group Executive Board

Ruzbeh joined the Mahindra Group in 2007, as Executive Vice President – Corporate Strategy, heading the Group’s Strategy function. He subsequently also became the Chief Brand Officer of the Group, during which time he spearheaded Mahindra’s entry into racing, and led the development of the Group’s brand position and core purpose, ‘Rise’. He then moved onto head International Operations for the Automotive and Farm Equipment Sectors of M&M.

Since April 2015, Ruzbeh has been leading the Corporate Brand, Communications, PR, Ethics, Racing and Culture functions of the Mahindra Group, as President (Group Communications & Ethics) & Chief Brand Officer. He is also a member of Mahindra’s Group Executive Board.

Ruzbeh completed his Bachelor’s degree in Commerce from Bombay University in 1983. He went on to receive his Master’s in Management Studies from the Jamnalal Bajaj Institute of Management Studies, Mumbai in 1985. He is also an alumnus of the Advanced Management Program at the Harvard Business School.

Post his Master’s degree, Ruzbeh worked with Hindustan Lever and Unilever for close to 22 years, across geographies in marketing, customer management and general management.

Ruzbeh is the father of two sons, Ishan and Taronish; and husband to Madhavi. He is an avid jogger, a sports enthusiast, and immensely enjoys watching soccer.

Connect with Ruzbeh Irani  @Ruzbehirani1

# Thank you

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