

# Mahindra SA appoints Sanjoy Gupta as new CEO

Sanjoy Gupta has been appointed as the new chief executive officer of Mahindra South Africa.



Gupta's appointment comes in the wake of the earlier announcement that the current Mahindra SA CEO, Ashok Thakur, will be heading up Mahindra's newly established African business unit, which will act as the centre of the company's business expansion into Africa.

Gupta joins the Mahindra SA team from Mahindra & Mahindra in India, where his most recent position was vice-president for national spares and service strategy, technical support, sales and service, and customer satisfaction.

He has a diploma in mechanical and electrical engineering, as well as a diploma in marketing management, and started his professional career in heavy earthmoving equipment in 1989. His more than 25 years of experience in the motor industry, gained at both Ford India and Mahindra, includes national dealer channel development, head of national sales - personal vehicles, and head of customer care.

## Emphasis on growth

Gupta joins Mahindra SA as the local company celebrates 11 years of operation in SA. During that time, the company has developed into a solid business with compelling future prospects and a strong emphasis on growth.

Its importance has gained further momentum with the recent announcement of an Africa-focussed business expansion strategy, controlled by a dedicated Africa business unit. This confirms SA's key role in Mahindra's future expansion plans on the African continent.

"Back in 2004, when we started Mahindra SA, we already knew that the country would be the beachhead for Mahindra's

growth in Africa," says outgoing CEO Thakur. "Since then, we've encouraged local skills development and have reduced the number of ex-pats in favour of SA employees.

"Customer care has been another core element of the Mahindra business here from the very beginning, and as our customers will confirm, we support them in every way possible," Thakur added.

"Against the backdrop of Mahindra's closer focus on Africa, and the key role Mahindra SA is set to play in that strategy, the local company is entering a new and exciting phase, with more initiatives on all fronts," he concluded.

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