

THE MACHINIST
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Rajesh Jejurikar has had a truly colourful and diverse professional journey. Although, at present he is directly responsible for the farm and automotive sectors as Executive Director at Mahindra & Mahindra Ltd., his experience also spans packaged goods, advertising, media, and two-wheelers. Today, Rajesh also serves on the Boards of several Mahindra Group companies in India as well as overseas. But his focus is now to take the farm and automotive sectors to the next level. "At the beginning of F21, we charted a new mantra called 'Walk, Run and Fly' which was evolved in the context of the new normal," he shares. While "Walk" was about scenario planning and managing profitability without taking away anything strategic; "Run" is about rethinking and simplifying every part of the value chain processes – with digital at the center of the strategy. "F22 is going to be about the 'Fly', where we bring in our new SUV launches - with sharper and more differentiated Mahindra DNA, focused towards creating brand affinity with strong financial returns," Rajesh adds.

Speaking to the industry, Rajesh says: "Although the pandemic exposed the vulnerabilities of complex global supply chains, it was a blessing in disguise for India's manufacturing industry, for bringing in a sense of urgency, helmed by significant government reforms. However, we will not get there by doing what brought us here. The road to 'Atmanirbhar' lies in our resolve and approach. While GOI plays an enabling role by continuing to improve ease of doing business, the responsibility for growth of manufacturing lies with us and we need to commit to actions."



RAJESH JEJURIKAR

Executive Director (Auto and Farm Sectors),
 Mahindra & Mahindra Ltd.

"THE NEED OF THE HOUR IS FOR THE GOI AND THE MANUFACTURING INDUSTRY TO CO-DRIVE TOWARDS REALIZING THEIR VISION OF US\$ ONE TRILLION BY 2025."

By Niranjan Mudholkar

Rajesh wants the industry to challenge itself. "How can the industry commit to greater value addition in India?" "How can the industry commit to global standards in technology and quality? And, "How can the industry commit to overcoming the structural disabilities

due to our frugal mindset? The answers will indeed decide the future roadmap. "The need of the hour is for the GOI and the manufacturing industry to co-drive towards realizing their vision of US\$ one trillion by 2025," Rajesh remarks.