



**Ankush Arora**

**Group CEO**

**Mansour Automotive Company**

Mr. Ankush Arora is Mansour Automotive CEO. He is an automotive professional with a rich experience of more than 30 years in the Automotive Industry spanning various OEM's and geographies across the world. His experience includes all aspects of the Commercial side of the business, corporate strategy, manufacturing planning, etc. He joined Mansour Automotive Company in June, 2014 as Group Chief Operating Officer (COO) and is responsible for the groups automotive operations, based in Egypt. Under his leadership Mansour business has expanded exponentially in the last 4 years with new business being added to the group portfolio like Peugeot and MG Brand distribution in Egypt, Hero Motorcycles in Uganda, expansion of the distribution footprint in Sub Sahara Africa, etc.

Prior to the assignment in Egypt, he worked with Tata Motors Limited at the Headquarters in Mumbai, India managing dual responsibility designated as – Sr. Vice President – Head of Corporate Strategy & Head of Sales, Service & Marketing for the Passenger car business unit and was a member of the Executive Committee (Ex-Comm).

Prior to Tata Motors, he worked with General Motors since 1997 for 18 years in various capacities in India, Singapore, Shanghai and South Korea. His last assignment with General Motors was based in South Korea as Vice President - Sales, Service & Marketing for both the domestic markets and export operations. He was credited with the launch of Chevrolet Brand in Korea in 2011 and laid a strong foundation for the new brand's growth and success. During his tenure at GM Korea, international sales of both CBU & CKD grew to their highest ever levels in 2012. Prior to the assignment in Korea, he was head of GM India's commercial operations and under his leadership sales reached their peak in 2010. In 2010, he was awarded by Economic Times of India (largest business daily in India) as India's top 100 Brand Builders of the Country.

Prior to General Motors, he worked in the Middle East with Bhawan Automotive Center (Toyota) for six years and was awarded the best sales person globally in 1992.



Arora is a member of American Chamber of Commerce in Egypt, on the advisory board of World Auto Retail Forum and Rotary International.

He graduated as a Mechanical Engineer from Thapar Institute of Engineering & Technology, Patiala, India's premier technical university.