



Mr. Rajeev Gera
Group President & Chief Marketing Officer
ANAND Executive Board Member

Mr. Rajeev Gera serves as the Group President and Chief Marketing Officer (CMO) of the US\$ 2.2-billion ANAND Group. He is also a member of the ANAND Executive Board. In addition to leading the Group's marketing strategy, he heads Business Development and Corporate Materials. Mr. Gera also continues to play a pivotal role as an active member of the ANAND Management Forum.

He chairs the Boards of Henkel ANAND, ANAND CY Myutec and CY Myutec ANAND and serves on the Boards of MAHLE ANAND Filter Systems and AMeM.

With over 33 years of experience in the automotive sector across India and Europe, Mr. Gera is a seasoned business leader. He joined ANAND in 2008 as the Supply Chain Head for Gabriel India and was appointed Chief Operating Officer of ANAND CY Myutec Automotive (ACYM) in 2012. Under his leadership, ACYM tripled its revenue by acquiring new customers and successfully launching a steel synchroniser ring manufacturing project for the commercial vehicle segment. His tenure also saw ACYM being recognised as a 'Great Place to Work' in both 2017 and 2018.

In 2019, Mr. Gera took on the role of Business Development Head, and in 2021, Corporate Materials was added to his portfolio. He has consistently delivered 25% year-on-year business acquisition and has contributed significantly to strategic group initiatives focused on growth.

A founding member of the Future Tech platform AMeM, Mr. Gera has also been instrumental in driving the Group's transition to renewable energy.

He holds a B.Tech in Mechanical Engineering from NIT Durgapur, West Bengal, and is an alumnus of the 'Visionary Leaders for Manufacturing' (VLFM) programme and the prestigious Oxford Advanced Management and Leadership Programme (OAMLP) from the University of Oxford.

Prior to joining ANAND, Mr. Gera held key roles at KYB Spain, Hero MotoCorp, and Delphi. He is currently based in New Delhi and operates from the Group's Corporate Headquarters.