

Anant Goenka, 40, is the Managing Director of CEAT and a Member of the Management Board at RPG Enterprises. He is also member of Automotive Tyre Manufacturers' Association (ATMA).

Anant has over 18 years of experience during which he has worked in CEAT, KEC International and Hindustan Unilever.

He started his career with Hindustan Unilever in 2003 after which he joined CEAT as Regional Manager - Sales. He went on to lead the Off Highway Tyres Business in 2005. He then joined KEC International Limited (KEC) as Vice President (Corporate) in 2007 and was in charge of the Telecom business, Business development in North America and Integrated Planning and Monitoring of Transmission and Distribution Business. In recognition of his contribution in the said business vertical, KEC elevated him to the position of Executive Director – Supply Chain responsible for manufacturing, procurement, planning, logistics and quality functions. In 2010 he moved back to CEAT as Deputy Managing Director and then as Managing Director in April, 2012.

Anant has been recognised by Forbes as the “Next Generation Business Leader of the Year” in 2017 and as “India’s 40 under 40 Business Leaders” by Economic Times-Spencer Stuart. He also led CEAT to win the Deming Prize in 2017, one of the most prestigious global quality awards in the world.

Anant is an MBA from the Kellogg School of Management and a BS (Economics) from the Wharton School, University of Pennsylvania.