Mr. Atul C. Choksey holds Bachelors' degree in Chemical Engineering from Illinois Institute of Technology, Chicago, USA and also Management courses in Finance, Personnel, Micro and Macro Economics etc. He is the Chairman of Apcotex Industries Limited (AIL). AIL is in the business of manufacturing a range of products based on petrochemicals. He joined Asian Paints (India) Limited as Junior Executive in July 1973 and was subsequently appointed as Whole-time Director of Asian Paints Limited with effect from May 1979. He served as the Managing Director of Asian Paints Limited from April 1984 to August 1997. He was also on the Boards of Marico Limited, Finolex Cables Limited and the Wharton Business School of the University of Pennsylvania, Philadelphia, USA. He was the President of the Indian Paint Association and Bombay Chamber of Commerce and Industry as well as Deputy President of the Associated Chamber of Commerce and Industry of India. He is a Trustee of Shree Mahalakshmi Temple Trust located in Mumbai