

Mr. Arnab Banerjee  
MD & CEO, CEAT Limited

Mr. Arnab Banerjee has total experience of over 30 years during which he has worked in CEAT, Marico and Berger Paints. Arnab is an alumnus of the Harvard Business School (AMP190), IIM Kolkata and IIT Kharagpur. He also holds an Associate Certified Coach (ACC) Certification.

He joined CEAT in the year 2005 as Vice President-Sales and Marketing. Under his leadership, CEAT has seen innovations in the Marketing initiatives, Digital capabilities, Sales and Distribution strategy, manufacturing flexibility and seamless Supply Chain processes over the last 17 years. He initiated CEAT's digital journey by motivating a team of first timers to deliver to the channel partners and customers, the best-in-class Dealer Portal, CEAT Website, CEAT Assist App, CEAT Force and more. He believes in genuine co-creation of solutions for the customers, with the customers. Arnab has led the globalization thrust of CEAT, in First World countries and is passionate about winning against the best. He, along with HR leaders and line managers, has brought in a coaching mindset in CEAT, for performance management and talent development.