



Mr. Ramesh Ramachandran

Senior Vice President, Strategy & Precision Farming, Farm Equipment Sector, Farm Division
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Ramesh Ramachandran is Senior Vice President - Strategy and Precision Farming at Mahindra and Mahindra's Farm Equipment Business. His role encompasses both strategy development as well as identifying and incubating new revenue opportunities, both organically and inorganically. With agriculture poised for great change, he is closely involved in leveraging emerging technologies to deliver new product and service solutions for small landholders, a role he finds deeply rewarding.

Ramesh has 25 years of experience in innovation, marketing, strategy and P&L management. This includes 9 years with Unilever's ice cream and Frozen Foods business in a variety of UK and European roles as well as 6 years in the London office of a boutique commercial innovation and venturing consultancy where he helped Fortune 500 and FTSE 100 clients innovate and grow both by creating new brands and businesses from scratch as well as repositioning existing ones. He also has 6 years of early work experience with Shell in India where as part of the India start up team he worked in sales, marketing and business development to set up some of their initial businesses reporting eventually to the MD.

Ramesh has an MBA with distinction from INSEAD, an MMS from S.P Jain Institute of Management and Research and a B.Sc. (Hon) from St. Stephen's College, Delhi University.

He likes long distance running and Indian percussion and finds sports and literature sources of enduring inspiration.