

**Atul Mehra**

Chairman & Whole Time Director  
Tasty Dairy Specialities Limited

Mr. Atul Mehra, a veteran entrepreneur with a passion for growth, perfection and excellence was born on 6<sup>th</sup> Apr 1962 at Bareilly. He is a learned scholar and acquired many qualifications like Mechanical Engineering Graduate from HBTI, an MBA from AKTU, Management Course from IIT Mumbai, Dairying Course from Liverpool University etc. he has also completed Certificate program in Corporate governance Conferred by Indian Institute of Corporate Affairs. He travelled across the globe to speak during many international events and Workshops in countries like Netherlands, Europe, Uganda, Ethiopia etc.

**PROFESSIONAL EXPERIENCE**

Mr. Mehra is the founder of many companies in India and abroad working in food & dairy sector which include India based Tasty Dairy Specialities Limited (listed on BSE-SME). He is known for his immense knowledge in dairy sector which results in continual profits for the companies, he manages and consults.

His leadership led to creation of INDUCED (Indo Dutch Centre of Excellence on Dairying) which works for growth of agriculture and dairying sectors through international partnerships with organizations like PUM Netherlands Senior Experts, Dutch Greenhouse Delta, and CSA University etc. with a focus to empower our farmers with necessary knowledge & skills for doubling their income. He has also started working on creating a new eco-system for development of horticulture sector in India in association with Dutch Green House Delta which will also set-up a Centre of Excellence on Horticulture & Protective Farming in India.

Mr. Mehra has chaired many important positions in various prominent trade bodies & social platforms like CII, CIFT, FICCI, IDA, Northern Coal fields etc. At present he is co-chairman in the CII National Committee on allied sectors in agriculture (Dairy, Poultry & Fisheries) and CII Northern Regional Committee on Food & Agriculture. Prior to this, as Chairman of Uttar Pradesh State Council of CII, he was very successful in representing industries at various forums.

**SOCIAL SERVICE**

At social service front, Mr. Mehra constantly also contributes to reform the society through his foundation known as PRYAAS (Projects Requiring Your Association & Support). This foundation works in the fields like Women Empowerment, Drinking Water, and Child Education etc.

Mr. Mehra also runs many Social media campaigns, one of which was "AIRPORT FOR KANPUR" which succeeded in getting flights started from Kanpur Civil Enclave, along with a Facebook campaign titled "GROWTH FOR KANPUR" with the motive of making this city a smart one.

**AWARDS & RECOGNITIONS** For his contribution in the growth of dairy & food industry and social services, he has been awarded

many times with prestigious awards like National MSME Award, Leaders of Tomorrow Award, Udyog Patra Award, Business Leadership Award, CSR Leadership Award, Paul Harris Fellowship etc.