



INDIA'S FINEST AUTO CMOs CLUB 2019

**AUTO CMO
ROUNDTABLE**
ON DIGITAL





MESSAGE FROM THE CEO

Dear Friend,

Greetings from World Auto Forum - **WAF**

We at WAF complete 10 years this month. We started this journey of connecting Auto Suppliers, Makers & Dealers across CV, PV and 2W back in July 2009.

The mission is to connect the Auto Industry seamlessly across the world. We have fans, patrons, online users in 125 Countries and counting!

We have covered our journey with "**Courage & Conviction**" based on a simple two prong philosophy:

1. Balance Consumer, Environment & Business
2. Take Dialogue to Action!

India's Finest Auto CMOs : Digital Coffee Table Book

The Auto Industry is going through challenging times! Almost an year, the sales are either low or flat. These are the times when a lot depends on the Marketing and Sales Professionals. The People with the "Market Midas Touch". This is the true test of Leadership and Innovation at Work!

Based on our research, statistics of last FY / CY and Market Innovations, we have selected India's Top & Finest Auto CMOs and showcased them in this Digital Coffee Table Book.

This marks their entry into "**India's Finest Auto CMOs Club at World Auto Forum**"

We have tried to present not just their professional but also their personal side. What inspired and still inspires them. How they shall like to inspire the Gen Next!

We look forward to adding more Auto CMOs and especially more women Auto CMOs in the Next Edition.

We unveil this Digital Coffee Table Book at India's First Auto CMO Roundtable on "Digital" powered by World Auto Forum.

We are proud to have the leading Digital Company "Cobold", help us design this piece of art!

Drive Safe!

Anuj Guglani
anuj@waf.bz

12 July 2019, New Delhi



More here : <https://worldautoforum.com/>



INDIA'S FINEST AUTO CMOs CLUB 2019

PUNEET ANAND	5
SIBENDRA NATH BARMAN	7
AVIK CHATTOPADHYAY	9
S S GILL	11
RAJIV GUPTA	13
ANIRUDDHA HALDAR	15
MONIKA NAGPAL	17



PUNEET ANAND

Sr. General Manager & Group Head, Marketing
Hyundai Motor India Limited

What do you love most about work?

What I most love is to work in the most dynamic auto industry and a very innovative brand like Hyundai. I love working with the team of young and creative marketing professionals in Hyundai who come up with out of the box creative solutions for every scenario. A great work place and an equally vibrant team.

Where would the Industry be next 5 Years?

The Auto industry is evolving at a dynamic speed. To realize the changing landscape of the market, we have evolved from a car company to India's first Innovative Mobility Solutions Provider. We are committed to bring Clean, Connected and Shared Mobility in the Indian Market.

How is Digital changing the Game?

Demographically India is one of the youngest nations in the world. Digital is at the forefront of reaching out to the millennials. It has made information access and dissemination extremely quick, efficient and targeted. Digital is the future.

Greatest Professional High!

My greatest professional high was being given the opportunity to do my MBA from Korea.

Greatest Personal High!

Spending time with my wife and bringing up our kids Saanvi and Ayush.

Best advice received and from whom?

The best advice I have received is from our MD, Mr. S S Kim, HMIL. He quoted Leo Burnett - "What helps people, helps business". As a brand with a cause, we are constantly working towards making our customers lives Happy Life through innovative Mobility Solutions.

Single most important advice for Young Professionals.

I often quote to our young professionals a quote by Maya Angelou - "My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." This helps them focus on excelling at work and

inspires them to be a more well-rounded person by giving attention to smaller and finer things in life that will make them complete as human beings.

How do you unwind?

I am a complete family man. Sometimes we get so busy that we miss the little joys of life. I love to spend time with my children. Over the weekend, I also don the role of Master Chef for my daughter Saanvi and son Aayush. Seeing smiles on their faces is the best reward I can get. Me, my wife and kids share the passion for travelling and adventure and we love to explore new places during vacations.

#MYSUCCESSMANTRA

AT WORK

"The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand." - Vince Lombardi

AT HOME

"To be present at home. Because the greatest gift I can give to my family is undivided time and attention. I do not want to miss any moments of my children growing up."

"My mission in life is not merely to survive, but to thrive; & to do so with some passion, some compassion, some humor, and some style."



SIBENDRA NATH BARMAN

Vice President – Sales, Marketing & Customer Care,
Passenger Vehicles Business Unit

Tata Motors Limited

What do you love most about work?

In my 30 years of career, I have seen that this industry never ceases to challenge you. With increased frequency of new product launches, fast-changing customer aspirations, evolution of new business models and stringent regulatory norms, this industry demands a great deal of innovation to be successful.

Where would the Industry be next 5 Years?

Industry would be driven by shared mobility, connectivity services, and feature upgrades. New business models would evolve to drive industry growth. The way product is demonstrated and sold would change. Autonomous Cars would start penetrating the market. The overall growth may not be spectacular but improved infrastructure would ensure better penetration in rural markets.

How is Digital changing the Game?

Going forward, industry is going to be dominated by constantly evolving digital world. Electrification, autonomous driving, car sharing, predictive maintenance, connected cars and Virtual Showrooms is the future of mobility. More and more customers are preferring to contact us on digital platform over a physical one.

Greatest Professional High!

Many a times when I travel and hear conversations of fellow passengers talking about how TML has changed, how our new products look and perform or how the company is successfully fighting the global competition despite being the youngest one in Passenger Car business, it gives me great professional high.

Greatest Personal High!

In order to achieve great milestones in life, you must overcome fear of failure. My greatest personal high was when I overcame my fear and completed skydiving from a height of 18000 feet.

Best advice received and from whom?

I have grown up in a family where everyone was encouraged to do whatever they liked. I was always encouraged by my parents to do best in the area I was passionate about. And I also give the same advice to my daughters, what I received from my parents, "you have freedom to do whatever you like, but only condition is to do it passionately!"

Single most important advice for Young Professionals.

Nowadays, information is available at the tips of fingers. And you are exposed to so many possibilities. My advice to them is "do whatever you like or are passionate about, success will definitely follow. Also, always think about 3-5 years down the line, not just about tomorrow while taking any decision."

How do you unwind?

During hectic schedules, I takeout time to play Chess or card game to unwind myself. I am an outdoor person. I love football and badminton the most. Both games require different levels of thinking ability and physical fitness. Whenever possible, I ensure that I go for a quick round of game and refresh myself.

#MYSUCCESSMANTRA

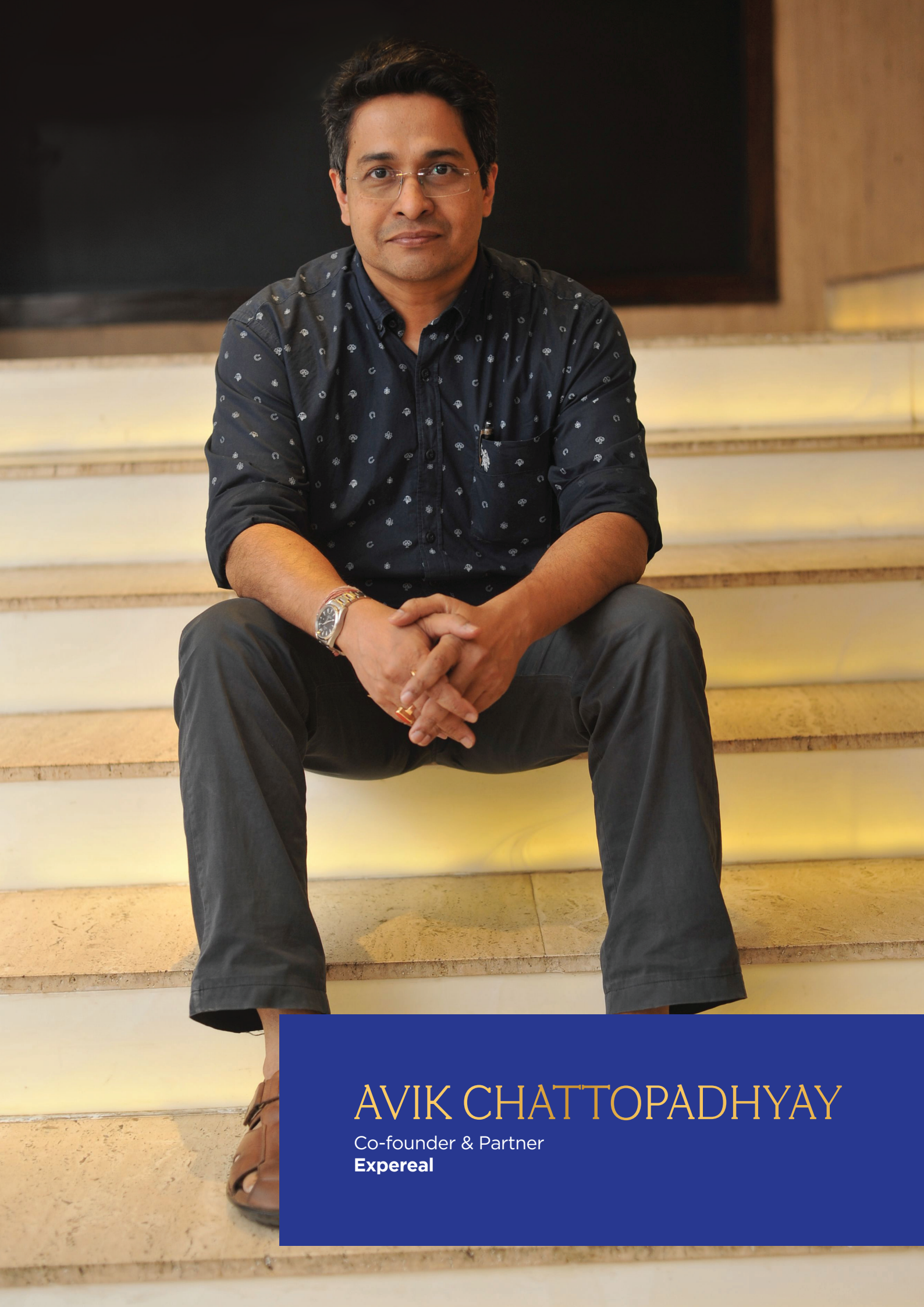
AT WORK

1. Think for tomorrow and not just for today!
2. Time is the most precious asset, use it judiciously!
3. Passion drives success!

AT HOME

1. Dedicate daily at least an hour for yourself to introspect and unwind.
2. Work-life balance is key to manage stress. I give quality time to my family whenever I am with them.

"Do whatever you like or are passionate about, success will definitely follow. Also, always think about 3-5 years down the line, not just about tomorrow while taking any decision."



AVIK CHATTOPADHYAY

Co-founder & Partner
Expereal

What do you love most about work?

Work never ceases. And is never linear. Never entirely predictable. And never fully programmable. Never without its failures. And learnings and insights. The chances to stand up again. And be heard, loud & clear. To make a positive impact. For the greater good of all.

Where would the Industry be next 5 Years?

Shared. Public. Experiential. Optimised. Aggregated. Provider of solutions, immersive experiences and services & not merely products. Led finally by consumer behaviour rather than trying to mould it. To serve a population that wishes to use and experience when needed & desired rather than own & maintain. Much more humble, mature & sustainable than now.

How is Digital changing the Game?

Digital is merely a medium. A means & not the end. Do not give it larger than life status & allow a handful of 'experts' to rule and ruin your lives. It is changing consumer behaviour, interfaces & interactions in the same way newspapers, radio & television did when they were invented. The consumer is to use it as a method rather than be a slave to it.

Greatest Professional High!

To have worked in organisations like Maruti Suzuki, Apollo Tyres & PSA. They have helped mould me into what I am, & my DNA now has bits of theirs.

Greatest Personal High!

When I see people smile because I could be of help to them in some way.

Best advice received and from whom?

Live your own life. Do not live the lives of others.

- Wally Olins, my guru on 'branding'.

It is better to die standing than to live on your knees.

- Che Guevara

Single most important advice for Young Professionals.

As the Masai say, "If you do not live life on the edge, you are taking up too much space."

How do you unwind?

By becoming quiet. And hearing others. Rumi had said, the quieter you become, the more you are able to hear.

#MYSUCCESSMANTRA

AT WORK

Job satisfaction is a contradiction of terms!

AT HOME

Home is home. Office is office. Never the twain shall meet.

"If you do not live life on the edge, you are taking up too much space."



S S GILL

Sr. Vice President & Head – International Business,
Brand & Communication

**VE Commercial Vehicles Limited (A Volvo Group and Eicher
Motors joint venture)**

What do you love most about work?

At VECV, the freedom to think differently, have diverse views and the freedom to try out one's ideas is what most of us love. The strong values of the organisation sort of binds everyone together and acts as a real compass to determine our path ahead especially when times are challenging.

Where would the Industry be next 5 Years?

More promising for sure! It will definitely be more productive and that's where we feel that VECV with Volvo Group association and our new generation Eicher Pro series will stand to gain. So will be enhanced public transport with more electric/ hybrid buses. Players like VECV who are actively developing offerings for exports, have an even larger canvas to play on.

How is Digital changing the Game?

Digital is transforming the entire game - from design concepts, to manufacturing to logistics efficiencies, to making sales pitch, and servicing trucks and buses. With usage of digital tools and Volvo Group Technology, we have been able to enhance the customer experience in 3 key areas, viz. Drivers can use cruise control or Mileage Booster switches for further enhancing fuel efficiency. It's important as over 45% of operating cost of most haulage trucks in India is cost of diesel. Last year we had commercially introduced remote diagnostics, where fault can be diagnosed sitting in say Delhi for a truck plying in far-east.

Greatest Professional High!

Seeing smile on the faces of our happy customers!

Greatest Personal High!

When I had reduced 17.5 kgs in 11 weeks and then sustained it for 7 years (.....needless to say, want to repeat it again).

Single most important advice for Young Professionals.

Keep smiling, stay healthy and always be positive!

How do you unwind?

Watching plays, listening to music, having a dialogue (can call it gossip), and being a Taurean, I love food (and it shows).

“Keep smiling, stay healthy and always be positive!”



RAJIV GUPTA

Vice President and Operating Head - Marketing & Sales
Honda Cars India Limited

What do you love most about work?

It is the best antidote to lethargy. Idleness kills. Work helps mind to be stimulated. Work pressure of any kind especially deliverables within a budget or a deadline, keeps you on your toes. Helps you to know how far you can stretch yourself. Ability to learn and do new things keeps one going. Meeting people who are much smarter than you, keeps up one's curiosity and increases thirst to learn more and more every day.

Where would the Industry be next 5 Years?

There will be dramatic changes or shall we use the cliché, 'all round disruption' of the kind that the industry hasn't seen in last 20 years. Most of the old rules of the game won't remain valid. Everything will undergo dramatic change from why consumers buy cars, to how they are sold, to how they are manufactured. Besides the move towards Electrification, other dynamics will compel that new business models are evolved where all stakeholders strive to meet each other's needs and remain profitable. However, I am very optimistic that everyone will emerge stronger and better from this storm.

How is Digital changing the Game?

The digital has already changed the game to a very significant extent. The way consumers search information, how they get influenced along their purchase journey, whom they rely upon to

shape their opinions - all are changing at a very fast pace. This in turn is changing the way we allocate media spends, not merely between Digital and traditional media but also among so many choices within Digital. More importantly, how does that impact the role of our sales consultant on the showroom floor today and how rapidly it will redefine his or her role in the future.

Greatest Professional High!

- Being part of the initial core team for entry of Honda Cars in India in 1996.
- Receiving Franchisor of the Year Award during my stint at Reliance Industries, Petroleum Retail Business.
- Building and scaling up my education start up from scratch. Going from zero students to over a 1000 students enrolment per year in a short span of 3 years. Building a brand that became well recognised and trusted.

How do you unwind?

- Watching movies, plays
- Spending quality time with family & friends
- Reading
- Meditation
- Serving animals

Greatest Personal High!

- When my first book "Spirituality Demystified - Your Personal Fulfilment Roadmap" got published 15 years ago by Jaico. The book received very positive reviews by people who mattered in the field. Suddenly my friends started introducing me to others as "He writes and is a published author". Didn't know that being an author would be such a big deal and would start defining my identity.

- Finding the nearest proxy to my unfulfilled dream of an Undergraduate Ivy League Education: Completing the General Management Program of Harvard Business School.

Best advice received and from whom?

Mr NK Goila, ex SVP and Director Honda Cars India:

It is an imperfect world. We have to strive to do perfect things In the midst of all imperfections.

Mr Raman Sharma, Non Executive Director, Honda Cars India:

It is not merely important to understand what the person is saying, but equally or more important as to why he is saying so. Only then will your response be complete and effective.

Mr. Rajeev Bhaskar Sahi, who was President - Retail, Petroleum Business, Reliance Industries Ltd. during my tenure there:

In any situation, it is important to act based on right understanding of the

situation. One would sometimes need to be extremely flexible and accommodating, while at others one may need firmness even to the extent of being considered stubborn. Similarly, the ability to get into the micro details, while retaining the helicopter view or the strategic intent, is the mark of an extraordinary person. Such people are invaluable assets for their organisation.

Single most important advice for Young Professionals.

A degree from a top institute is not a guarantee for success. On the other hand, a humble qualification does not mean you are destined for a moderate career track. Humility, striving to be better each day and having true kindness for others are reliable friends along the path.

"A degree from a top institute is not a guarantee for success. On the other hand, a humble qualification does not mean you are destined for a moderate career track. Be humble & strive to be better each day in every way, including kindness to others."

#MYSUCCESSMANTRA

AT WORK

1. Treat people exactly how you would like to be treated.
2. Listen with empathy.
3. Believe that people may have better and brighter ideas than you.
4. Everyone wants to do good in order to feel good about themselves. It is up to the leader to nurture this or demotivate people to go off track.
5. There is no substitute to hard work, integrity, intellectual honesty.
6. The path of success that was easy and pain free is yet to be made.
7. Earn your salary every day.

AT HOME

1. Be with them fully when you are physically there.
2. Listen deeply and completely.
3. Small acts of caring mean a lot. People you love the most also look for symbols of your love.
4. Do not impose yourself on anyone. Express your views. Even strongly if and when you need to. But allow everyone to grow in their own image or as God imagined them to be.
5. Do not try to create replicas of yourself as you yourself are as imperfect as any other human being.



ANIRUDDHA HALDAR

Vice President - Marketing
TVS Motor Company

What do you love most about work?

Devising and driving ideas/solutions/strategy that essentially translate nebulous opportunities into tangible value for the consumer, organisation and my teams.

Where would the Industry be next 5 Years?

Consumer evolution over the last decade has been mind boggling, leading dramatic shifts in many categories. This has led to the birth of whole new categories while the erstwhile players have also evolved. This pace will only accelerate further in the coming years. As the Millennials and the GEN Z bring their consumer preferences to play, Dramatic evolution will be the only way to be relevant to consumers.

How is Digital changing the Game?

Digital can be seen as a change agent in itself or an enabling force allowing us to better cope with a fast evolving future. Some fundamental changes, being caused by the Consumer and DIGITAL in it fullest sense, are an important tool of the businesses and it is upto the business leader to make the most of the change and the opportunity it presents.

Greatest Professional High!

I have loved going into work everyday!

Best advice received and from whom?

Performance speaks for itself! Seeking help is the real sign of being SMART!

Single most important advice for Young Professionals.

Embrace the SUCK!
Nothing worthwhile was built without significant effort!

How do you unwind?

Family time, good food, lots of laughs!

#MYSUCCESSMANTRA

AT WORK

There is always a better way...keep seeking...

AT HOME

Try to be a better father, husband, son, brother everyday!

*“Embrace the SUCK!
Nothing worthwhile was built without significant effort!”*



MONIKA NAGPAL

Vice President - Marketing
Group Landmark

What do you love most about work?

Automotive Industry was always my area of interest & working for a brand like Group Landmark has only deepened my love for this sector. As a marketing professional, working on new ideas is what I love the most. The automotive sector in India has cut throat competition & unless your ideas are creative that stand out from the rest, you will become the part of the crowd! To add to this, I enjoy complete freedom & control within my role. I do not believe in the 9 to 5 format. Being in an industry that is constantly evolving, we need to dedicate ourselves totally. The level of trust put in by my boss on me is huge and living up to his expectation keeps me engaged. Having said that, I have been able to maintain a healthy work life balance.

Where would the Industry be next 5 Years?

The automotive industry would see a significant transformation over the next 5 years to a decade. The industry has high hopes from the constant technological innovations in the sector. The focus over the course of next 5 years would largely be on electric and autonomous vehicles. The growing concerns about the climate change will force companies to slowly but surely move towards hybrid or all-electric vehicles. While car-sharing hasn't been a hit yet, it will gain mileage in the years to come. As the awareness grows shared vehicles will take place of sitting cars in the parking lots when people are at work. This in turn will also increase the total mileage. Lastly, the coming decade will be a decade of connected cars.

How is Digital changing the Game?

While purchases still take place offline, digital is playing a big role in the buying decision. Walking into a dealership comes a lot later. The purchase journey involves many layers majority of which are digital in nature. Online videos are playing a pivotal role in the purchase journey. The modern Indian buyer now takes into consideration car reviews, online car performance videos & ratings done by various agencies. The consumer is more informed than ever when he enters a dealership.

On the other hand, for the brands, digital has opened a whole new avenue. Online ads are impacting offline performance in a big way & that too with lower investments compared to print. While ROI is far better & measurable in digital, the flexibility of the platform has helped brands reach their audiences in new ways each day.

Greatest Professional High!

I believe, great professional highs are always interconnected with the brand one works for. Being a marketing professional, seeing your creative ideas take shape in the real world and help the brand gain mileage is the greatest professional high for me. I feel immensely proud that over the course of 8 years, many of my marketing campaigns have won multiple awards nationally which includes

winning an experiential trip to Germany from Mercedes-Benz. What makes me even more proud is the fact that I have been able to contribute towards the success of Group Landmark.

Greatest Personal High!

My personal highs are achieved when I'm out on the road. Being a travel junkie, my heart cannot and does not stay stagnant at a single location. My work also enables me to travel frequently. Also, I make sure to go on small trips every quarter to satisfy my wanderlust. During such an outing, I was able to get certified as an amateur skier. That was definitely a personal high.

Best advice received and from whom?

Father - He taught the art of persistence, the necessity & the belief in karma.

Boss - Unlocking your own potential. Forgiveness & letting go of exterior factors that are uncontrollable.

"85% of your success will depend on the ability to communicate, negotiate & lead. Only 15% of your domain experience will help."

Single most important advice for Young Professionals.

Dream big and don't let anyone tell you who you are.
Define yourself.

How do you unwind?

- Travelling.
- Netflix & chill.
- Big "GOT" fan.
- Checking out the latest cafes or food joints in town.

#MYSUCCESSMANTRA

AT WORK

1. Ideas can be many, execution matters.
2. Pure persistence & not giving up on ideas or people.
3. Taking and giving constructive criticism.
4. A life-long learning attitude.

AT HOME

Love and respect thrives. It overcomes the tallest of hurdles.

"Dream big and don't let anyone tell you who you are. Define yourself..."



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