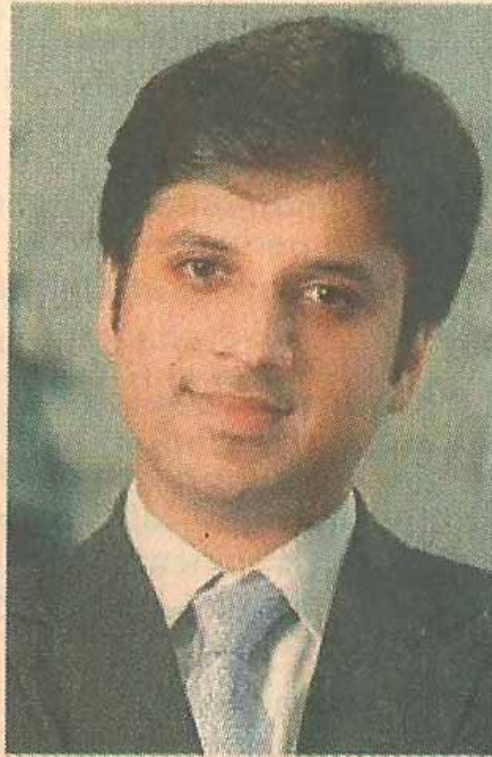


# Anant takes charge as Ceat MD

## fe Bureau

**Mumbai, Mar 12:** One more scion has taken the mantle at a group company in RPG Enterprises, one of India's largest industrial house. RPG said Monday Anant Goenka, 30, son of chairman Harsh Goenka, will take over as as the managing director of Ceat, India's third largest tyre maker by number of units sold.

The new managing director, a management post grad from Kellogg School of Management, has been groomed to take over the reins of the flagship company for past few years after a stint at the group's power transmission company KEC International as well as with investment bank Morgan Stanley Hong Kong, Accenture India and soaps and detergent maker Hindustan Unilever.



**Anant Goenka**

The grandson of founder Rama Prasad Goenka, Anant, who is now deputy managing director, will replace the present chief Paras Chowdhary, who will continue on the company's board.

"My aim would be to make Ceat amongst the most profitable tyre companies in the next five years by strengthening the brand and improving operational efficiencies," Anant, a Wharton School economics grad, said in a statement. Last year, the RPG group was amicably split between the two brothers Harsh and Sanjiv Goenka. Sanjiv Goenka got control of CESC, a Kolkata-based power utility; Phillips Carbon Black, which produces a key input for tyres; Spencer's Retail, and Saregama India, an entertainment company.

Harsh Goenka, on the other hand, took control of tyre maker Ceat; information technology firm Zensar Technologies; RPG Life Sciences, a bulk drugs manufacturer; and KEC International, which produces power cables.