

**A**nant Goenka, 36, the newly elected chairman, Automotive Tyre Manufacturers Association (ATMA), has his task cut out. Goenka, who is also MD, CEAT Ltd, the flagship of the RPG group, is focussed on changing the perception of tyre industry in India amongst all the stakeholders, including the government. "Indian tyre industry represents one of the less celebrated stories of excellence in manufacturing," he says. "The industry has not been credited with much of the success it has achieved



in areas such as exports, research & development

and innovation. It is time the industry's key contribution as 'wheels of economy' gets adequately noticed". He recently led CEAT as the first Indian tyre company to win the Deming Prize, one of the most prestigious global quality awards. As one of the youngest CEOs in the automotive space, Goenka has received wholehearted support from ATMA's managing committee, comprising the top management of 11 large tyre companies, accounting for over 95 per cent of tyre production in India. ♦