

Rajesh Gupta new CEO of Mahindra South Africa

Rajesh Gupta has been appointed as the new chief executive officer (CEO) of Mahindra South Africa. His appointment follows the earlier announcement of the preceding CEO Sanjoy Gupta, resuming the role of vice president: customer care automotive division back in Mahindra and Mahindra India (M&M India).

Gupta comes with cross-functional experience of 19 years in spearheading marketing and sales operations across various industries and is an experienced marketer with expertise in handling senior level assignments in both the product and services environment.



Rajesh Gupta

A post graduate in business management specialising in marketing, Gupta started his career with Monsanto India in 1999 and moved to Piaggio in 2007 as their head of marketing.

His last position with M&M was that of senior general manager: commercial vehicle sales, rural sales and brand activation.



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He reportedly joins Mahindra South Africa at a critical juncture. With its introduction of several new products in the passenger segment and the recent launch of its “Mahindra Pickup”, M&M has been experiencing excellent volume growth defying industry trends.

“Taking a lead from our core philosophy of 'rise', we would be working on our strategy to position Mahindra as a 'most passionate company' in SA. We have a desire to lead this transformation across all our touchpoints of sales and service. We know that our right to win will revolve around our abilities to pursue every single additional sales by offering delight to our customers,” says Gupta.

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