



**ASHOKA AWARD - 2015  
FOR  
OUTSTANDING PRACTICE OF  
QUALITY MANAGEMENT**

**MR. ASHOK SHARMA**

**CITATION**

*Mr. Ashok Sharma holds a Bachelors in Mechanical Engineering from the renowned VJTI, Mumbai and a Masters in Management Studies from the prestigious Jammalal Bajaj Institute of Management Studies. He is also a certified Six Sigma Black Belt from the Motorola University.*

*Ashok has held successful leadership positions in various Indian and Multinational corporations like Godrej & Boyce Manufacturing Co., Videocon International, and Daewoo Electronics. Since 1998, he has been with Mahindra & Mahindra and has headed diverse functions including Sales, Channel, Marketing, Quality and Strategy, where he contributed significantly to increasing Mahindra & Mahindra's Market Share in the tractor business and in sustaining its leadership position as the world's largest tractor company by volume.*

*Ashok is currently the President and Chief Executive of the rapidly growing portfolio of Agri Business, the Construction Equipment Business as well as the entire Automotive and Farm Equipment Business of the Mahindra Group in Africa and South Asian markets of Sri Lanka, Nepal, Bangladesh and Bhutan. He also heads the Business Excellence and Innovation functions for the entire Automotive and Farm equipment business of the Mahindra Group.*

*Under his leadership, Mahindra's Agri Business portfolio - which includes fresh produce, irrigation, crop development and protection inputs, staples, and dairy - has grown eight fold in the last four years. This business has become one of India's largest grape exporters with a strong customer base in Europe and South East Asia. It also launched India's first premium fresh fruit brand Saboro, and established 'Farm to Fork' presence across the Agri value chain. Ashok has been instrumental in articulating and pursuing Mahindra Agri Business vision of Delivering FarmTech Prosperity. It is his passion and commitment to this vision that enables Mahindra to positively impact lives of more than 100,000 farmers each year through its Samridhhi network of agronomy, input, and buy back centers.*

*Ashok is one of the foremost authorities in the world of Quality. A firm believer in continuous improvement and execution excellence, he served as the Head of Quality for Mahindra's Farm Equipment Sector from 2007 to 2010. He also has been heading the business excellence function for Mahindra's Automotive and Farm Sectors since 2006. While many quality gurus have influenced him over the years, Ashok considers Dr. Yasutoshi Washio as the one person who has had the greatest influence on him in his pursuit of quality excellence. The idea of integrated business management through usage of quality and business excellence tools and the need for strong commitment of top leadership towards building a culture of Quality are two things that Ashok considers as his greatest takeaways from the work that he did with Dr. Washio for almost a decade.*

*Ashok led Mahindra's Farm Equipment Sector, Swaraj Division, and Ponerol Division to successfully challenge the prestigious Deming Prize. He also led Mahindra Farm Equipment Sector to successfully claim the Japan Quality Medal, an achievement that he considers as the finest in his quality journey.*

*Ashok is an advisor to the Union of Japanese Scientists & Engineers (JUSE), is Chairman of the CII TPM Club of India and is an advisory board member to the CII Institute of Quality. He also serves on the Technical advisory committee of TUV and is a Member, CII Africa Committee.*

*Indian Society for Quality (ISQ) Governing Council is pleased to recognize the dedication, commitment and sincerity of Ashok Sharma by honoring him with ASHOKA AWARD 2015.*