



Welcome To
INDIAN SOCIETY FOR QUALITY

Annual Conference – 2013

Award Ceremony



Ashok Award

Is given to management professionals who **led the organizations they work for and many other organizations** making **exceptional contribution** through **practice and promotion** of **quality management** as a way of life for sustainable results with **humility, industry and sincerity**

Glass Award -I



Ashoka Award
for outstanding
Practice of
Quality Management

Mr. Anjanikumar Choudhari

V. Krishnamurthy
Dr. V Krishnamurthy
Chairman - Indian Society for Quality

20 December 2013

MR. ANJANIKUMAR CHOUDHARI



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of someone who doesn't need any introduction



**Principal Advisor – Group Affairs,
Chairman's Office
Mahindra & Mahindra Group**

Mr. Anjanikumar Choudhari

Anjanikumar (Anjou) Choudhari currently Principal Advisor – Group Affairs, Chairman’s Office of highly respected Mahindra Group, a US\$ 16 billion conglomerate offering products and services in over 100 countries, has 44 years of distinguished career.

Mr. Choudhari after masters in management studies from Mumbai in 1970 joined Hindustan Unilever, India and worked in various capacities in marketing and manufacturing until 2000 including five years with Unilever, China at senior level leading to the merger of six different entities into one.



An Ambitious Achiever>>>

An Ambitious Achiever>>>

An Ambitious Achiever>>>

An Ambitious Achiever>>>

Mr. Anjanikumar Choudhari

Anjou joined Mahindra Group in 2000 as Head Human Resources and as a member of the Group Management Board. Based on his immense contribution he was appointed President of Farm Equipment Sector (FES), Mahindra and Mahindra Ltd. in 2005. He led FES with distinction to become the largest manufacturer of tractors in volume terms in the world with clear focus on customer satisfaction, quality, new product development and employee involvement. Under Anjou's leadership the FES challenged and won the coveted Deming Grand Prize.

Achievements of the Farm Equipment Business under him have become business case studies at IIM, Kolkata, Harvard Business School and the Ivey Management School of Canada.



An Admirable Leader >>>

An Admirable Leader >>>

An Admirable Leader >>>

An Admirable Leader >>>



Mr. Anjanikumar Choudhari

As Director - Mahindra Institute of Quality from 2010 to 2013, he played a vital role in spreading **TQM knowledge and practices in the Mahindra Group and also Indian industry at large.** Using many Japanese professors and Indian quality professionals, MIQ has done pioneering work in training and facilitating TQM practices amongst many organizations. He was instrumental in promoting *The Mahindra Way - a highly successful business excellence model* adopted by all companies in the Mahindra Group in manufacturing as well as service sectors.



An Indomitable Crusader>>>

An Indomitable Crusader>>>

An Indomitable Crusader>>>

An Indomitable Crusader>>>



Mr. Anjanikumar Choudhari

Anjou is frequently invited lecturer at the **Association of Overseas Technical Studies, Tokyo** and often invited to speak at industry fora and to senior management in non-Mahindra companies on his area of expertise - the **application of TQM as a strategic management tool.**

He has voluntarily contributed to the society as President of the Tractor Manufacturers Association of India and served on deputation to the Government for one year in development of systems and schemes for enhanced economic activities of small entrepreneurs.

He is a recipient of the Rotary International Award for Vocational Excellence.



A Distinguished Professional>>

A Distinguished Professional>>

A Distinguished Professional>>

A Distinguished Professional>>

The Governing Council of **ISQ** is pleased to honour **Mr. Anjanikumar Choudhari** with

Ashoka Award 2013

for his outstanding role in promoting Quality Management Practices in the Mahindra Group of Companies as also many other Indian organizations. He has played a pivotal role in promotion of Quality management by firstly making his company a role model and then by inspiring and facilitating other organizations to start the journey in earnest and with full vigor.

Mr. Anjanikumar Choudhari



Our gratitude for spreading the message of quality and inspiring others with humility and sincerity.