

# ATG Founder & CEO felicitated as one of India's top young business leaders. by Economic Times-Spencer Stuart

# 40

## UNDER FORTY

### India's Hottest Business Leaders

A Study by  
**THE ECONOMIC TIMES & SpencerStuart**

The Economic Times & Spencer Stuart present the definitive listing of  
40 leaders under the age of 40 >>>



**Mr. Yogesh Mahansaria, ATG Founder and CEO being felicitated by Mr. Deepak Parekh, Chairman HDFC.**

It gives us immense pleasure to share with you that ATG Founder & CEO, Yogesh Mahansaria has been featured on the Economic Times '40 Under 40 - India's Hottest Business Leaders' list. Mr. Mahansaria along with other featured leaders were felicitated at a grand ceremony in Mumbai on 29th April, 2014.

A joint study was carried out by India's leading business newspaper Economic Times, and global search firm Spencer Stuart to identify the top young business leaders in India. It started with a long-list of 2000 candidates, each of whom were assessed on predetermined criteria by a distinguished jury of eminent leaders. To decide on the top 40 candidates, the jury had considered a combination of quantitative business results (growth, margins, turnaround) as well as qualitative attributes (innovation, reputation, people leadership and contribution to the ecosystem).

The eminent jury, chaired by Mr. Deepak Parekh, Chairman HDFC, included eminent personalities like Anjali Bansal, Managing Director, Spencer Stuart India; Subodh Bhargava, Chairman, Tata Communications; Harish Manwani, Global Chief Operating Officer, Unilever & Non-Executive Chairman, Hindustan Unilever Ltd.; D Shivakumar, Chairman and Chief Executive Officer, PepsiCo India and Janmejaya Sinha, Chairman, Boston Consulting.

Commenting on this recognition Mr. Mahansaria said "I am overwhelmed by the recognition that the ATG story has received over the last year. The KKR transaction, subsequent media stories and awards are a great validation of the wonderful company we have built together in a remarkably short period of time. I would like to thank our customers, suppliers and partners for the trust & faith that they have reposed in us and all members of the ATG family for their unstinting efforts, which has made ATG what it is today - an emerging industry leader, with a great future ahead of it.

In the Economic Times listing, I have very publically stated where I would like to see ATG – as a multi billion dollar industry leader and I look forward to working with each one of you to realize this vision in the near future."

**Yogesh Mahansaria**

**Position: Founder & Promoter, Alliance Tires**

**Education: B.Com. Sydenham College, Mumbai.**

**Previous Jobs: CEO, Balkrishna Industries**

**Claim to Fame: Has turned Alliance into the world's sixth largest off-highway tyres business**

**Management mantra: Never, never, never give up**

**Biggest career challenge: Having to start over at the age of 31 after spending over a decade building a successful global business.**

**Inspirations: Winston Churchill - for his leadership**

**Life@50: CEO of the multibillion dollar global leader in the off-highway tyre business**

**Fun Facts: 1 Most interesting vehicle driven: a giant combine harvester.**

The Economic Times, Corporate Dossier Friday, May 2, 2014