

MALLIKA SRINIVASAN

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CHAIRMAN - TRACTORS AND FARM EQUIPMENT LIMITED

A leader and strategist, recognized for professionalism, commitment to excellence and contribution to Indian Industry and Academia. Skillfully leveraged the company's resources and competencies to increase TAFE's revenues from US\$ 20 million in 1985 to US\$ 1.6 billion in the year 2012. TAFE is now among the three largest tractor manufacturers in the world.

EDUCATION

Master of Business Management: Wharton School of Business - University of Pennsylvania, USA **1985**

- Member – Dean's Honor List
- Member – Alpha Beta Gama Society

Master of Arts in Econometrics: University of Madras - Chennai, India **1981**

- Secured First Place in the University

PROFESSIONAL EXPERIENCE

Tractors and Farm Equipment Limited **1985-Present**

Key Accomplishments

- Significantly contributed to developing new products of TAFE to meet emerging customer demands for tractors and exponential growth of TAFE's exports.
- Skillful navigation in a cyclical business, cost cutting measures without sacrificing product or organizational development, ensured TAFE remaining profitable and competitive even during 2000–2003, when the Indian tractor market dropped by 38%.
- Initiated steps to tap global markets to balance the swings in demand in this cyclical industry. TAFE's products are now sold in 67 countries spanning South Asia, Eastern Europe, Africa and North America.
- Transformed the organization through the Business Excellence Model. TAFE was commended by the Jury of the CII-Exim Bank Award for Business Excellence for strong commitment to Excel in 2007 and significant achievements in the journey of excellence in 2009.
- Steered TAFE to the US\$ 1 billion league in 2010.



ORGANIZATIONS & AFFILIATIONS

President (1989 - 90 & 1990 - 91)	Tractor Manufacturers Association (TMA) New Delhi
President (1990 - 91)	Madras Management Association Chennai
Member (1991 - 95)	Board of Governors Indian Institute of Technology Chennai
Member (January 1993 - September 1996)	Southern Regional Committee Industrial Development Bank of India
President (1998 - 99)	The Madras Chamber of Commerce & Industry (MCCI) Chennai
Member (Till June 2001)	Board of Governors Bharathidasan Institute of Management Tiruchirapalli
Deputy President	The Associated Chambers of Commerce and Industry of India (ASSOCHAM) New Delhi
Chairperson (2001)	Food & Agriculture Sub Committee Confederation of Indian Industry (CII) Chennai
Member (July 1999)	Governing Body Indian Institute of Foreign Trade (IIFT) New Delhi
Chairperson (2002 - 03)	Infrastructure Sub-Committee Confederation of Indian Industry (CII) Chennai
CURRENT MEMBERSHIPS	
Member (October 2002)	Executive Board Indian School of Business Hyderabad
Member (January 2007)	Governing Board Rural Technology And Business Incubator Indian Institute of Technology Chennai
Board Member (July 2011)	AGCO Corp United States of America



HONORS & AWARDS

BBC (1999)	First Business Woman of the Year award for India
Zee TV (2005)	Zee Astitva Award for Exemplary Women
India Today (2005)	Business Leadership
IIM Lucknow - Lakshmipat Singhania Award (2005)	National Leadership Award
Economic Times (2005 - 06)	Business Woman of the Year Award
Wharton School of Business University of Pennsylvania (2007)	Featured among Wharton's 125 influential people and ideas list
Business Today Awards (2004 - 10)	Recognized as one of the - 25 Most Powerful Women in Indian Business - Seven years consecutively
University of Madras (March 2010)	University of Madras Women's Day Award in recognition of Ms. Mallika Srinivasan's contribution in advancing the cause of women in the field of Industry
India Today (March 2010)	India Today Women - 25 Power Women
The Economic Times Corporate Dossier (April 2010)	Most Powerful Women Leaders of India Inc.
Ernst & Young (March 2011)	Entrepreneur of the Year - Manufacturing
Business Today	Six Most Powerful Women of India Inc.
Fortune Magazine	Ranked 3 rd among India's 50 Most Powerful Women in Business
Forbes Asia	Recognized as one of the Top 50 Asian Power Businesswomen

