

TAFE Appoints Sandeep Sinha as CEO

August 26, 2019 | Chennai: TAFE today announced the appointment of Sandeep Sinha as CEO. Sandeep Sinha joins TAFE with a successful track record spanning over two decades of global and domestic industry experience.

In his previous role as Managing Director, Cummins India, he successfully led all the businesses and operation functions in the Asia region, and has been instrumental in increasing customer engagement and leading transformational quality initiatives across the organization. He has held several roles in supply chain as well as corporate strategy functions including a tenure with Cummins Inc. in the USA.

Mallika Srinivasan, Chairman, TAFE, said: "I am confident that as we pursue our vision of "Cultivating the World" and transforming the lives of farmers globally, Sandeep Sinha's rich and relevant experience, in addition to the alignment of values, will bring strong and insightful leadership to our team's journey. I welcome Sandeep to our team."

Sandeep Sinha will report to Mallika Srinivasan, Chairman, TAFE.

In a parallel move, S. Chandramohan has been elevated as Group President (Finance & Investment Strategy) and T.R. Kesavan has been elevated as Group President (Corporate Relations & Alliances). S. Chandramohan and T.R. Kesavan will report to Mallika Srinivasan, Chairman, TAFE.

About TAFE: tafe.com

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors, TAFE is one of the leading exporters of tractors from India with a turnover in excess of ₹ 93 billion. TAFE manufactures a range of tractors in the sub-100 hp segment in both the air-cooled and water-cooled platforms, and markets them under its four iconic brands - Massey Ferguson, TAFE, Eicher and the recently acquired Serbian tractor and agricultural equipment brand IMT - Industrija Mašina i Traktora. TAFE's over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 100 countries across the world, including developed countries in Europe and the Americas.

Besides tractors and farm machinery, TAFE manufactures diesel engines, silent gensets, agro engines, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations.

