



BELIEF

Integrity is the strength of a good leader; values shouldn't be compromised for gains.

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VISION

Deliver products and experiences that simplify consumer's lives.

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PASSION

Drive top-line growth and build legendary brands with innovation and trust.

VALUES

Seek, communicate, share, dream, risk, and trust.

Ayush Lohia

CEO, Lohia Auto Industries

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EXECUTIVE SUMMARY

Ayush is the CEO of Lohia Auto Industries (LAI), an automobile company that offers traditional as well as green energy mobility solutions. Lohia Auto Industries is a part of the diversified business conglomerate, Lohia Global, which has business interests in Manufacturing, Exports, Retail, Real Estate, Energy and Automobiles.

Ayush has a total experience of 15 years in business domain. Before joining LAI in August 2008, he spent nearly 9 years in different companies of Lohia Global, leading strategic fronts and fostering engagements with brands like Walmart, Tesco, IKEA, Pottery and Barns, Target and others. The initial years at Designco, a handicraft-export arm of Lohia Global, were of great importance for Ayush in his learning. With his acumen and hard work, the company became a highest export award winning company in metal decorative trade. He strategically expanded the portfolio of Lohia Global by acquiring the stainless steel manufacturing unit, where he roped in an exposure to the production and development of the raw steel. During his association with the stainless steel unit he developed his perspectives about the production and development science.

As a CEO at Lohia Auto Industries, Ayush is leading the team and provides thought leadership, vision, strategy and roadmap to enable LAI's product and business strategies across national and global markets. He leads a team of strategists, R&D, sales, services, marketing, and business development managers who work closely with the brand, dealers, vendors and agencies to ensure optimal delivery of consumer experiences across the company's pallet of offerings. He has built a strong portfolio of products, strategically positioned at different segments, which provides Lohia Auto Industries, an opportunity to touch a larger base of customers.

EDUCATION CREDENTIALS

Ayush is an alumni of Delhi University and earned his graduate degree in commerce with cost accounting and management as specialization. He has also completed a number of management development programs with some of the reputed business institutes in India, like, BIMT and MDI.

Ayush is a well sought after speaker in technology and management institutes. His in-depth industry knowledge and easy to connect personality has made him a regular at the podium of colleges.

He is also involved in numerous mentor ship programs in which he mentors Lohia Global's junior to senior level managers on new idea incubation and various strategies that their companies need to adopt.

PERSONAL ATTRIBUTES AND INTERESTS

Ayush always believes in creating amazing consumer experiences that inspire consumer behavior and drives top-line growth and maximizes ROI. He is a true believer of the leadership philosophy of, "Lead from the front, lead by example".

He is a travel enthusiast and since his childhood, he has been an avid lover of automobiles. He loves driving different terrains and owns a good-collection of cars.

PHILANTHROPY

Ayush is a spiritual man and has faith in the power of "Good-Karma". He believes that education is the foundation of a prosperous society. He is dedicatedly working on social projects promoted by "Lohia Manav Kalyan", a trust run by Lohia Global, that supports the education for underprivileged.

Ayush can be reached through Email: ceo@lohiaauto.com