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Tata Motors

The love of taking things apart to discover how they worked, found its way into a career in Design, which started with creating objects to creating enabling environments for design teams. Over the last 25 years I moved from designing simple consumer products to highly technical, industrial and commercial products & solutions across multiple companies.

Entered Automotive design with DC Design (an automotive design and customisation company) to develop the OEM services business for India and overseas markets, following up with stints in Renault India and now Tata Motors, responsible for setting up the respective Design studios. Had a brief stint in Product Planning allowing me to get exposure to tools and processes related to consumer and markets trends and consumer behaviours leading to product strategy and specifications.

Since Jan 2017, have been given charge of setting up a Mobility Innovation Hub for Tata Motors in the Silicon Valley in order to track consumer and technology trends and establishing partnerships and collaborations with start-ups & tech companies for possible Product and Service solutions. This involves working with the startup eco-system to large tech companies and develop and deliver quick POC's to test market.