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BIOGRAPHY OF MANAGEMENT THOUGHT LEADER: AMBRISH CHHEDA

With 4 degrees to his credit - **B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.** – Mr. Ambrish Chheda has spent the past 30 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries. He is known for uncompromising pursuit of excellence, simplified solutions with focus on execution and an eagle eye for the big picture as well as detail.

Mr. Ambrish Chheda is the **Chairman & Managing Director of MasterClass Training & Consulting LLP** www.themasterclass.in and is the architect of the workshop course on **“StrategySimplified MasterClass® - How to SCALE UP Your Company to the NEXT LEVEL.”** He has also developed a powerful seminar course called **“Transform Life MasterClass®: Success Despite Whatever Circumstances”**.

Mr. Ambrish Chheda was **VICE PRESIDENT of ADITYA BIRLA RETAIL LIMITED** and a core team member responsible for developing the supermarket & hypermarket format strategies for Aditya Birla Retail Limited's retail foray under the brand name **“MORE”**.

Earlier, as **Chief of New Business Development for FUTURE GROUP'S PANTALOON RETAIL INDIA LIMITED** he was responsible for strategizing & setting up new business divisions including **Food Bazaar**, a leading chain of supermarkets.

As a guest faculty, he has delivered lectures on Strategy, Marketing & Retailing for the **Cornell University**; He was also guest faculty with a few Management Schools associated with Mumbai University to deliver lectures on Strategy, Marketing & Retailing.

Mr. Chheda had decided early on that after the age of 50 years, he wants to dedicate his life to our country. For this purpose, he left his lucrative career and founded MasterClass Training & Consulting LLP, a STRATEGIC EXECUTION CONSULTING FIRM, on 7th July 2011. The MISSION of MasterClass® is 'Nation Building', by helping tens of thousands of companies to go to the Next Level by developing 'Strategic Execution Focus', and thereby contributing to the Indian Economy.

More than 2,000 companies from various sectors are using the revolutionary MasterClass® Methodology, for developing their Strategy, Planning, Implementation & Performance Management Process to grow these companies to the Next Level of Success through 'Strategic Execution Focus' in a Simplified manner. This results in transformational growth rather than just incremental growth.

Mr. Ambrish Chheda was honoured with **'Indian Achievers' Award 2020-21'** at the Indian Achievers' Forum, 2021. Some of the past recipients of **Indian Achievers Awards** have been **Smt. Kiran Bedi** - Retired IPS and currently Lieutenant Governor of Puducherry, **Olympian Sushil Kumar, Diana Hayden - Miss World, Baba Kalyani** - CMD, Bharat Forging, **Prem Bhandari** - Chairman, Jaipur Foot and many other leaders and dignitaries.



Mr. Ambrish Chheda was honoured with **Strategy Leader of the Year Award** on, November 27th, 2019, at the Asia Leadership Federation Awards, organized by Leadership Federation, to honor unflinching efforts by corporate leaders across Asia.

Mr. Ambrish Chheda was honoured with '**Strategy Leader of the Year' Award**, on, January 30th, 2019, at the Chief Strategy Officer Summit and Awards, 2019 organized by MORPHEUS ENTERPRISES.

Mr. Ambrish Chheda was honoured with '**Strategy Leader of The Year Award**' at the Asia Leadership Federation Awards, 2019.

Mr. Ambrish Chheda was honoured with "DESIGN THINKING PERSONALITY OF THE YEAR AWARD", at the 4th Design Thinking Conclave, April 11th, 2018, by UBS TRANSFORMANCE.

Mr. Ambrish Chheda was conferred with "LEADER OF THE YEAR AWARD" by World Leadership Federation, powered by COLLABERA—a Global Staffing Leader on November 28th, 2016.

MasterClass® was the recipient of "**Best Strategy & Execution Consulting Firm in India**" AWARD by the TIMES ASCENT - WORLD HRD CONGRESS 2018.

MasterClass® was the recipient of "**NATIONAL AWARD for Excellence in Training and Development 2016: Best Mentoring Program**", presented by the WORLD HRD CONGRESS, WORLD EDUCATION CONGRESS & ASIAN CONFEDERATION OF BUSINESSES.

MasterClass® has conducted public Workshops on Strategy & Execution for members of business organisations like KCF, Ascent Foundation, JITO, KVOSS, & ZBF. It has also conducted several private workshops for developing **Strategic Execution Plan** for various Companies.

MasterClass® was invited by a **German BioScience based pharmaceutical company** BSV BIOSCIENCE GMBH to help their core team develop its Strategic plan and Execution plan at a four day workshop **at Germany**. The CEO of this company, Mr. Frank Scheid not only gave an awesome testimonial but a year later praised MasterClass® for helping turn around their company in just 7 months, with a 123% increase in profitability

As a **thought leader**, he has been **interviewed many times by the national press**, including **Economic Times, Financial Express, Times of India, The Hindu, Deccan Herald, Indian Express, Business Standard**, and **The Statesman**.

He is often invited by several Industry Organizations like **CII, FICCI & Maharashtra Chambers of Commerce & Industry** to speak at their seminars.

2000 COMPANIES



The **Government of India, Ministry of Communications**, invited him on the **advisory board of MTNL, Mumbai**, for a term of two years. He was re-nominated for another term of two years on the **advisory board of Maharashtra Telecom Circle**.

He was invited to be a member on the **"Task Force for Food Processing & Agriculture"** constituted by **FICCI** (Federation of Indian Chambers of Commerce & Industries).

He was invited by the **Western Australian State Government** to lead a delegation to Australia on the occasion of launch of 'Food Export Strategy Report' highlighting India's Imported Food Market Opportunities & **was a speaker at the seminar chaired by Minister for Agriculture, Western Australian State Government**.

He is widely travelled internationally. Almost always a **life of parties**, he believes in living life to the fullest. Mr. Ambrish Chheda's interests cover: Singing at parties, squash, table tennis, dancing, theatre (he has won a couple of best actor awards in inter-collegiate drama competitions during his college days), music concerts, public speaking (he has trained hundreds of students from age 15 to 75 on the art of public speaking), writing, reading, organizing knowledge sharing events for business community, and wildlife excursions. He loves to play **Golf** regularly!!

To take his passion for singing forward, he founded **'Hidden Talent Passionate Singers Club'** with a **mission** of providing a platform of happiness to amateur singers and to fulfil their dream of regularly singing with live orchestra on stage!

If you're faced with a challenge in your business and need to know **what options exist to help you & your employees & your Company to SCALE UP to the Next Level**, you may speak with Mr. Ambrish Chheda.

**STRATEGIC
EXECUTION
CONSULTING**

**NEXT LEVEL
OF SUCCESS.
SIMPLIFIED.™**



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