



Ashish Mehrotra Managing Director & Chief Executive Officer

Ashish Mehrotra is the Managing Director and Chief Executive Officer (MD&CEO) of Max Bupa Health Insurance. He is responsible for fortifying its portfolio, and creating long-term value in a high potential health insurance market.

Ashish has over two decades of extensive banking experience, where his last role was of Managing Director and Head for the Retail division of Citibank in India. In his previous assignment at Citibank, Ashish played a pivotal role in enabling the bank to gain a leadership position in the wealth management business in India.

Ashish started his career with Citibank and led several key portfolios in the company including Consumer Assets Head, Business Banking Head and Head for Mortgage Business. Under his leadership, Citibank entered into several productive strategic partnerships to complete the insurance product strategy and digitization of sales processes. He also reengineered 'Citi at Work' and emerging affluent segment businesses to attain higher profitability and operating efficiency.

He has several accolades to his credit. Under his leadership, Citibank was awarded the Best Retail Foreign Bank by Dun & Bradstreet in 2013 and 2014. He also led the creation of a unique distribution architecture for consumer banking that was adapted by Asian and Middle East and recognized by 'The Asian Banker'.

Ashish holds a Bachelor's degree in Business Management and an MBA.