



Mr. Ankur Parmar

Chief Marketing Officer

Ankur Parmar is the Chief Marketing Officer at Mahindra Lifespace Developers Ltd. He leads the company's marketing strategy, brand-building initiatives, and consumer engagement efforts across its growing portfolio of residential and integrated urban developments.

A seasoned marketing and growth leader with over 22 years of experience in real estate, beverages, and consumer products, Ankur is known for his ability to transform brands, embed customer-centric strategies, and drive measurable business growth. He combines strategic vision with operational excellence to create impactful, customer-first solutions.

Ankur joined Mahindra Lifespaces in February 2019 as a Strategic Consultant, where he established the marketing team and processes. Later as CMO of Mahindra Happinest, he unified sales and marketing to embed customer-centricity into core business processes. Before joining Mahindra Lifespaces, he worked with reputed organisations including Diageo, Disney India, SABMiller, Apollo Tyres, Reliance Energy, Godrej & Boyce, Lodha Developers, and Edelweiss Real Estate Advisory Practice.. Across these regional and national roles, he spearheaded marketing campaigns, launched differentiated products, and established processes that enhanced efficiency, innovation, and customer experience.

Ankur holds an MBA in Marketing from the Sydenham Institute of Management Studies and a Bachelor of Engineering in Civil Engineering from V.J.T.I. He is widely respected for his strategic thinking, leadership, and ability to strengthen both brands and businesses alike.