

Zafar Equbal (Co-Founder & CEO) Goenka Electric Motor Vehicles Pvt. Ltd.

“Zafar Equbal is the founder of Goenka Electric Motor Vehicles Pvt. Ltd. which was established in late 2013’s with the vision of upliftment in technology in the sector of electric vehicles and a long-term experience in the automobile sector made him able to establish a well rooted company. He has been skilled by Failure Mode and Effects Analysis (FMEA), Automotive Engineering, Quality Management, Six Sigma & Quality Assurance and have a strong business development profession along with an engineering background. Zafar Started his career as an Assistant Engineer (Quality) from Utkal Automobile which is a Jamshedpur based company and with the help of the experience, within a span of 1 year he managed to work for TATA Motor with a profile of Quality Engineer. Vigorous hard work paid off and by 2007 he joined hands with Ultra Motors which was a very big giant into the sector of electric vehicles where he was promoted to the managerial level and came under the shelter of various big players in the ev market. This achievement did not took him to a rest and kept on reviving his skills and the moment when this company was winded up due to financial crises, Zafar Managed to establish a new company in to the market of EV by the name Argentum Motors Pvt. Ltd. where he played a vital role by becoming the plant head and took the responsibility of supplying the vehicles to the end customer. From this moment, Zafar claimed a proficiency in the Electric Vehicles and managed to gather all of the information related to the vehicles aesthetics.

Zafar Equbal, is MBA in marketing from Kalinga University , he is an automobile engineer and have completed his graduation from IMI Chennai where the schooling was completed from his hometown Jharkhand, GLA College. From the college days, Mr. Zafar was inspired by Warren Buffett because of his ability decision making in the crucial of times.