



---

**Bilal Ahmad**  
**Deputy Manager**  
**Tata Business Excellence Group**

---

Bilal Ahmad is Deputy Manager in the Best Practices team at Tata Business Excellence Group (TBExG). A management professional with over nine years of experience in conceptualising, designing and driving global corporate initiatives, Bilal was part of a three-member team which conceptualised and designed the Best Practices Programme in 2014. The Best Practices Programme is a multi-dimensional, global knowledge management initiative for sharing learnings and implementing promising practices within the Tata group.

As part of his current role, Bilal has led the Tata Benchmarking Programme since 2011. The Benchmarking Programme is designed to challenge the status quo and work towards excellence by comparing with the best in the industry. This is done by comparing various business processes metrics and designing initiatives to achieve them. Bilal is a certified TBEM assessor and has participated in two TBEM assessments.

Before joining TBExG, he was a business development manager at Avantha Technologies, where he was responsible for sales of Siemens PLM Engineering Solutions in Northern India. In the role of an entrepreneur prior to this, Bilal set up an Information Security Practice in partnership with Arete Consultants, New Delhi.

After completing his graduation in computer engineering, Bilal went on to pursue a post-graduation course in marketing and finance from IIPM, New Delhi. Being identified as a high potential Tata group manager, he was nominated for the Tata Group General Management Development Programme and was trained for the same.

[bahmad@tata.com](mailto:bahmad@tata.com)