

Antara Senior Care appoints Mukesh Ghuraiya as Chief Marketing Officer

12 September 2025 | News

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Antara Senior Care, a fully integrated senior care ecosystem, has appointed Mukesh Ghuraiya as the Executive Vice-President and Chief Marketing Officer (CMO). Antara is a wholly owned subsidiary of Max India, which is part of the \$5-billion Max Group.

In his new role at Antara Senior Care and Max India Limited, Mukesh Ghuraiya will be driving end-to-end marketing across all lines of business, guiding the overall business strategy, growth, and development. His expertise in creating value-driven consumer propositions will deepen Antara's connect with its customers and strengthen its brand presence.

Ghuraiya brings over 16 years of experience in sales and marketing with established expertise in brand strategy, marketing management, and business growth across diverse industries, giving him a unique perspective on consumer behaviour, brand positioning, and market disruption. His career spans FMCG, Consumer Durables, Retail, Smartphones, Consumer Internet, and Media, where he has worked with renowned brands such as Philips, Rado Watches, LAVA Smartphones, Bloomberg, and CNBC TV18.