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Anant Bajaj new joint MD of Bajaj Electricals

The board of directors of Bajaj Electricals on Wednesday announced the appointment of Anant Bajaj as joint managing director with effect from April 1, 2012. Anant Bajaj has been the executive director of the company since 2006. Bajaj Electricals now has a new organisational structure and has aligned resources to bring in business synergies. The two core business verticals aligned are B2C (consumer products business) including appliances, fans, CSD, lighting and Morphy Richards and B2B with luminaires and engineering projects business. The verticals would be headed by executive directors PS Tandon and Lalit Mehta respectively, reporting to Anant Bajaj.