

Anant takes over as Bajaj Electricals' JMD

NT Bureau

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The board of directors of Bajaj Electricals has announced the appointment of Anant Bajaj as joint managing director effective 1 April. Anant Bajaj has been the executive director of the company since 2006. The company also brings into foray a new organisational structure and alignment of 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 ver-

ticals would be headed by executive directors P S Tandon and Lalit Mehta respectively, reporting into Anant Bajaj.

Shekhar Bajaj, chairman and managing director, Bajaj Electricals Ltd said, 'The board of directors felt that Anant Bajaj is the most suitable contender for the post of joint managing director of Bajaj Electricals. Anant has been involved with the different facets of our business for over a decade and his good understanding and strategic thinking in the field of sales and marketing, brand building as well as information technology apart from others, will definitely help him in his new role.'