

Anant Bajaj appointed Jt MD of Bajaj Electricals

New Delhi: Bajaj Electricals on Wednesday announced the appointment of Anant Bajaj as its joint managing director, effective April 1.

Anant has been the executive director of the company since 2006.

Bajaj Electricals chairman and managing director Shekhar Bajaj said, "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."

Anant said, "I look forward to taking up challenges and see the Company move towards more focused attention on R&D, innovations in our product range, from value engineering to looking at more profitable and real technological innovations."

Anant joined Bajaj Electricals as project co-ordinator in 1999 and was responsible for setting up the Rs 45 crore high mast manufacturing and galvanising plant for Bajaj Electricals at Ranjangaon, near Pune. *UNI*