



Electricals

PRESS RELEASE

28th March, 2025, Mumbai

Sanjay Sachdeva Appointed as Managing Director and Chief Executive Officer at Bajaj Electricals Limited

Bajaj Electricals Limited today announced the appointment of Mr. Sanjay Sachdeva as the Managing Director and Chief Executive Officer, effective from 15th April 2025.

Joining Hindustan Unilever as a Management Trainee in 1989, Sanjay spent over three decades at the conglomerate, moving across various marketing, sales, and general management leadership roles. Through his over thirty-year long tenure at Unilever, he has held key leadership positions across Brazil, China, the Middle East, North Africa, Turkey, and Russia. His latest assignment with the organisation was with Unilever Japan, where he held the position of Managing Director and Chief Executive Officer.

In his new role at Bajaj Electricals, Sanjay will be responsible for managing all the business verticals and their operations.

Commenting on the appointment, **Mr. Shekhar Bajaj, Chairman of Bajaj Electricals**, said, "I am delighted to welcome Sanjay as our new MD & CEO. Having worked in various countries, including India, he brings a fresh perspective and a strategic vision that aligns with our goal of delivering exceptional value to our consumers and stakeholders. We are confident that under his leadership, Bajaj Electricals will continue to thrive and achieve new heights, and I look forward to working with him in building a global organisation."

Speaking on the occasion, **Mr. Sanjay Sachdeva** said, "I am honoured to join Bajaj Electricals, a company with a rich heritage and a strong reputation for innovation, quality, and ethics. I look forward to working with the Chairman, Mr. Shekhar Bajaj, and the talented team at Bajaj Electricals to drive sustainable growth and create significant long-term value for all our stakeholders."

Bajaj Electricals Limited is a globally renowned Indian Consumer Appliances and Lighting Solutions company. Headquartered in Mumbai with a turnover of INR 4,641 crores (FY 23-24), it is a part of the \$100 bn multinational conglomerate Bajaj Group founded by Shri Jamnalal Bajaj. The Company was established in 1938 and has stood the test for more than 86 years. It continues to enjoy consumer trust across various sectors it operates in and remains at the forefront of developing modern, technologically superior and aesthetic products and solutions. Bajaj Electricals' business portfolio spans Consumer Products (Appliances, Fans, Cookware) and Lighting Solutions (Consumer and Professional Lighting). They are a front runner in the industry with their key brand offerings comprising BAJAJ, Nirlep, Morphy Richards and Nex. Under their Lighting Solutions business, they offer a wide range of innovative LED lamps and fixtures, including panels and battens, to consumers and are known for their prowess in street lighting, sports lighting, industrial commercial and infrastructural lighting, and undertaking specialised illumination projects on a turnkey basis amongst other solutions.

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