

## **Bajaj Electricals appoints Anuj Poddar as Executive Director**

**Mumbai – November 1, 2018** – Bajaj Electricals Limited, India’s leading Consumer Durables, Lighting and Engineering Projects company, announced the appointment of Mr. Anuj Poddar as the Executive Director of the organisation. In this role, Anuj Poddar will be responsible for managing all the business verticals and its operations. Anuj Poddar will report to Shekhar Bajaj, Chairman and Managing Director. He takes up this post with immediate effect.

Speaking on his appointment, **Shekhar Bajaj, Chairman and Managing Director**, said “Anuj has been associated with Bajaj Electricals as a Non-Executive, Independent Director on the Board since May 2016. During this tenure Anuj has provided many valuable insights which have benefitted the organisation. He has also ably served as Chairman of the Audit Committee. I’m confident that Anuj’s professional experience and business acumen will help us strengthen our market position and take the organisation to greater heights.

Commenting on his new role, **Anuj Poddar** said “Bajaj Group is one of the most respected and renowned business houses in India, which enjoys exceptional trust and reputation with consumers and industry peers. Bajaj Electricals is well poised to build on its strong legacy and maintain its leadership position by leveraging the opportunities presented by the current India growth story. I am truly energised by the company’s mission of illuminating nations and enriching people’s lives. I believe this is a great opportunity to lead Bajaj Electricals continuous transformation into a futuristic, innovative and smart-solutions company”

Anuj Poddar joins Bajaj Electricals from Viacom 18 Media where he was a part of its Leadership Team and was one of its founding team members. During his over 13 years with the company, he has held various senior leadership roles. He joined the company originally known as MTV Networks India and is credited with having crafted its India growth vision and strategy and having spearheaded the formation of the Viacom 18 Media joint venture, as well as having architected the blue print for its very successful foray into mass entertainment with Colors. Over the years, he has played an integral role in the growth of the company, including its expansion

into international territories, the acquisition and launch of its motion pictures business as well as its foray into the regional language networks business. Prior to Viacom 18 Media, Anuj, who is a rank-holding Chartered Accountant, spent nearly a decade with Arthur Andersen and KPMG and was involved in a range of consulting, mergers & acquisitions and assurance services to a range of clients across financial services, consumer, IT & ITES and other sectors.

#### **About Bajaj Electricals Ltd:**

Bajaj Electricals Limited, a trusted Indian company is a part of “Bajaj Group”. A globally renowned company, Bajaj Electricals is present across Consumer Products (Appliances, Fans and lighting), Luminaires, EPC (Illumination, Transmission Towers and Power Distribution) and Exports divisions. Bajaj Electricals has 18 branch offices and 468 consumer care centres, spread in different parts of India besides being supported by a chain of Dealers and Distributors across the country.

#### **Recent Awards & Accolades**

- “POOGI Award”, TOCICO International Conference 2017, Berlin, Germany
- Leadership in Energy and Environmental Design (LEED) Platinum Certificate, The United States Green Building Council (USGBC) to Bajaj Electricals R&D Centre - ‘AB SQUARE’ Navi Mumbai, India
- The SEAD Global Efficiency Medal for Outdoor Lighting 2017, Paris, France

To know more about Bajaj Electricals Limited, please visit our website <http://www.bajajelectricals.com>