

Orient Electric appoints Anika Agarwal as Chief Marketing and Customer Experience Officer

A seasoned consumer marketing and digital leader, she will be responsible for all aspects of the Orient Brand, supporting growth and expansion across business units and scaling up the digital footprint of the consumer electrical business.

September 12, 2022: Orient Electric Limited, a part of USD 2.4 billion diversified CK Birla Group, has strengthened its leadership team with the appointment of Anika Agarwal as Chief Marketing and Customer Experience Officer. Anika comes with a rich experience of more than two decades in marketing, digital transformation, and direct-to-consumer business across industries including retail, telecom, and insurance. She has previously been associated with reputed companies like Nokia Corporation, Niva Bupa Health Insurance and her last assignment was with MMTC-PAMP as President-Consumer Business. Prior to that, Anika was associated with Niva Bupa Health Insurance for close to a decade as their Chief Marketing Officer and Director-Digital SBU.

At Orient Electric, Anika will be responsible for all aspects of the Orient brand, driving the overall brand and Go-to-Market strategy. She will be supporting the growth and market expansion for all Business Units of the company including Fans, Home Appliances, Lighting and Switchgear as well as scale up the digital footprint of the business.

Anika will be based at the company's Head Office in New Delhi.

Rakesh Khanna, MD & CEO, Orient Electric Limited said, *"I am delighted to welcome Anika to Orient Electric. She is a seasoned marketing leader who comes with an impressive track record of building strong consumer brands. I am confident that her expertise in leveraging technology for driving business growth and delivering superior consumer experiences will help us to further strengthen our customer-centric growth strategy. I wish Anika the very best in her new role."*

Anika Agarwal, Chief Marketing and Customer Experience Officer, Orient Electric Limited said, *"I'm excited to join Orient Electric, especially at a time when the company is on a fast-paced transformation and growth journey. Orient is deeply committed to customer centricity and thus my efforts will be directed at elevating customer experience across all brand touchpoints, backed by insights & analytics and best-in-class digital technologies. I look forward to working with all stakeholders to position Orient as the market leader in its segment."*

Anika has been awarded as “Marketer of the Year 2020” by ACEF and was also featured as one of the industry influencers in the “IMPACT Digital Power 100” list.

About Orient Electric Ltd.

Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, is a trusted brand for consumer electrical products in India, with strong manufacturing capabilities and presence spanning over 40 countries. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. In the domestic market, it has penetration up to the small towns with a well-organised distribution network driven by over 4000 dealers, 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit www.orientelectric.com.

About CK Birla Group

The CK Birla Group is a growing US \$2.4 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations, numerous patents and awards and a customer base that includes some of the world’s best-known companies, the Group’s businesses are present across five continents. For more information, visit us at www.ckbirlagroup.com

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