

# Orient Electric appoints Salil Kapoor to lead its Home Appliances business

**National, December 23, 2019:** Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, has appointed Salil Kapoor as Business Head, Home Appliances business. Salil will be based at the company's Head Office located in New Delhi.

An industry veteran with more than two and half decades in consumer durables and Media distribution, Salil has held leadership positions at leading brands like LG Electronics, Samsung, Microsoft, Dish TV and Voltas. His previous assignment was with Voltas Limited where he was working as COO for the UPBG division and was leading Air Conditioners and other Appliances business.

**Rakesh Khanna, MD & CEO, Orient Electric Limited** said, *"It gives me immense pleasure to welcome Salil to the Orient Electric family to lead our Home Appliances business. He brings with him extensive experience and deep understanding of consumer durables industry which will help us to propel growth in our Home Appliances business."*

At Orient Electric, Salil's focus will be on strengthening the product portfolio, increasing marketing effectiveness, improving service levels and ramping up the distribution network in the country in the next one year.

Salil will also be responsible for the expansion of other partner brands in small appliances which currently include De'Longhi, Braun and Kenwood in India. Orient Electric entered a strategic partnership with the De'Longhi Group in 2018 to market its products in India.

Orient Electric offers a wide range of home appliances including air coolers, water heaters and small kitchen and home appliances. It is one of the fastest growing brands in air cooler and water heater categories in the country and a dominant leader in major states in Northern part of India.

## 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](http://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](http://www.ckbirlagroup.com)*

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