

Orient Electric appoints Aditya Kohli to lead Human Resources

April 07, 2022: Orient Electric Limited, part of USD 2.4 billion diversified CK Birla Group, has appointed Aditya Kohli, as Chief Human Resources Officer. Aditya will be based at the company's Head Office located in New Delhi. Aditya brings with him a rich experience of more than 23 years working in India and abroad with companies of repute like Hewitt Associates, Standard Chartered Bank, Bharti Airtel, and Clix Capital.

Rakesh Khanna, MD & CEO, Orient Electric Limited said, *"I am pleased to welcome Aditya to the Orient Electric family to lead our Human Resources function. As a leader who has been deeply involved in driving people strategy and transformations across multiple companies, I look forward to working together with him to further strengthen our efforts to sustain a high-performance culture. His expertise in talent, change and culture management will be instrumental in our growth journey. I wish Aditya the very best in his new role."*

Aditya Kohli, CHRO, Orient Electric Limited said, *"I am delighted to join Orient Electric. We have a big digital transformation agenda and look forward to building on the company's strong track record of delivering value to shareholders and helping lead the company into the future. I look forward to working with the entire Orient team, focusing my efforts on building high quality talent, and sustaining a innovation and customer-centric culture."*

Aditya has a proven track record that spans across a wide range of HR expertise in the areas of Business Relationship Management, HR Transformation, Change and Culture Management, HR Technology, Talent Management, and Performance and Compensation, among others.

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

Media Contacts:

Orient Electric

Naveen Kumar, naveen.kumar2@orientelectric.com

Genesis Burson Marsteller

Shankhadipa 9999956546 Shankhadipa.Talukdar@genesis-bcw.com

Barkha Phouhat 9899505048 Barkha.phouhat@genesis-bcw.com

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