

Orient Electric appoints Ravindra Singh Negi as Managing Director and CEO

By Sreeradha Basu, ET Bureau • Last Updated: May 30, 2024, 07:44:00 PM IST

Synopsis

Orient Electric, part of the \$3 billion CK Birla Group, has appointed Ravindra Singh Negi as its managing director and CEO, effective May 31, 2024. Negi, with extensive experience in electrical consumer durables, will guide the company towards sustained growth. He will be based in New Delhi and succeed Deepak Khetrpal as managing director.



Ravindra Singh Negi

Orient Electric, part of the diversified \$3 billion **CK Birla Group**, has appointed **Ravindra Singh Negi** its **managing director** and **CEO**, effective May 31, 2024 (subject to regulatory approvals), the company said in a statement on Friday.

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Negi joins the Orient Electric Board as a full-time Director and will be based in [New Delhi](#).

“Negi’s extensive experience across industries and especially electrical **consumer durables** will be pivotal in guiding Orient Electric towards sustained **growth**,” CK Birla, Chairman, Orient Electric said in a statement. “Under his leadership, Orient Electric will accelerate its journey to becoming a future-ready consumer-centric organisation. He will continue to build organisation capability and execution excellence towards growing all key businesses.”

Negi succeeds [Deepak Khetrpal](#) as managing director.

He joins Orient Electric from [Bajaj Electricals](#), where he was the COO for the consumer products business. The former Chairman of the [Indian Fans Manufacturers Association](#) (IFMA), Negi has previously led the Electric Consumer Durables [business](#) at [Havells](#) and spent close to two decades with [Bharti Airtel](#) in several commercial and leadership roles, with his last role being the CEO of the Delhi and NCR circle.

He has extensive experience leading large scale business transformations, turning around businesses, and delivering strong P&L growth.

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