

## Orient Electric appoints Ravindra Singh Negi as Managing Director and CEO

**New Delhi, May 30, 2024:** Orient Electric Limited (BSE: 541301, NSE: ORIENTELEC), part of the diversified USD 3 billion CK Birla Group, announced today the appointment of Ravindra Singh Negi as its Managing Director and CEO, effective May 31, 2024 (subject to regulatory approvals). Ravindra joins the Orient Electric Board as a full-time Director and will be based in New Delhi.

Announcing the appointment, Mr. CK Birla, Chairman, Orient Electric said, *"We are delighted to welcome Ravindra Singh Negi as Managing Director and CEO of Orient Electric. His extensive experience across industries and especially electrical consumer durables will be pivotal in guiding Orient Electric towards sustained growth. Under Ravindra's 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. I would also like to thank Deepak Khetrpal for his valuable contributions to Orient Electric during his tenure as Managing Director."*

Ravindra joins Orient Electric from Bajaj Electricals, where he was the COO for the consumer products business. He is a well-known industry leader and was the former Chairman of the Indian Fans Manufacturers Association (IFMA). Previously, he has 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.

### About Orient Electric Ltd.

*Orient Electric Limited is part of USD 3 billion diversified CK Birla Group, with strong manufacturing capabilities and presence in over 30 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances, switches and switchgears. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 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, with a revenue of USD 3 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 52 manufacturing facilities across India and internationally, with a presence in diverse sectors, including technology, automotive, home and building and healthcare. The companies share a common ambition of serving customers, partners and communities to create long term value through trust-based relationships and philanthropy. The Trusts and Foundations established by the family over the last seven decades actively support social development and healthcare advancements, through the promotion of*

science, technology, education, art and culture. The CK Birla Group companies include Birlasoft Limited, GMMCO Limited, HIL Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), Orient Cement Limited, Orient Electric Limited, Orient Paper & Industries Limited, AVTEC Limited, and CK Birla Healthcare Private Limited which operates the brands CK Birla Hospital and Birla Fertility & IVF. For more information, visit [www.ckbirlagroup.com](http://www.ckbirlagroup.com).

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