

Orient Electric Appoints Salil Kapoor To Head Home Appliances Business

[Like](#)

Kapoor will be focussed on strengthening the product portfolio, increasing marketing effectiveness, improving service levels and heighten the distribution network in the country in the next one year.



Photo Credit :



23 December, 2019
by BW Online Bureau

[Print this article](#)

T Font size 16

Orient Electric has appointed Salil Kapoor as its Business Head for Home Appliances business. He will be based at the company's Head Office in New [Delhi](#).

Before this, he was with Voltas working as COO for the UPBG division and was leading air conditioners and other appliances business.

An industry veteran with more than two and a half decades in consumer durables and media distribution, Kapoor has held leadership positions at leading brands such as LG Electronics, Samsung, Microsoft, Dish TV, HOOQ and Voltas.

Rakesh Khanna, MD and CEO, Orient Electric, 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, Kapoor will be focussed on strengthening the product portfolio, increasing marketing effectiveness, improving service levels and heighten the distribution network in the country in the next one year.

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