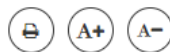


Orient Electric appoints Aditya Kohli as Chief Human Resources Officer

Kohli brings with him a rich experience of more than 23 years working in India and abroad with companies like Hewitt Associates, Standard Chartered Bank, Bharti Airtel and Clix Capital, according to a statement.

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Aditya Kohli, CHRO, Orient Electric

Orient Electric, a part of \$2.4 billion diversified CK Birla Group, on Thursday announced the appointment of Aditya Kohli as Chief Human Resources Officer.

Kohli will be based at the company's Head Office located in New Delhi. He brings with him a rich experience of more than 23 years working in India

and abroad with companies like Hewitt Associates, Standard Chartered Bank, Bharti Airtel, and Clix Capital.

Rakesh Khanna, MD & CEO, Orient Electric, 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."

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Aditya Kohli, CHRO, Orient Electric, 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 an innovation and customer-centric culture."

Kohli 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, according to a statement.