

# Orient Electric appoints Anika Agarwal as chief marketing and customer experience officer

*Agarwal will be responsible for all aspects of the brand, supporting growth and expansion across business units and scaling up the digital footprint of the consumer electrical business.*

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*Anika Agarwal, chief marketing and customer experience officer, Orient Electric*

Orient Electric, a part of CK Birla Group, has strengthened its leadership team with the appointment of Anika Agarwal as chief marketing and customer experience officer.

Agarwal comes with a rich experience of more than two decades in marketing, digital transformation, and direct-to-consumer business across

industries including retail, telecom and insurance.

She has previously been associated with reputed companies like [Nokia Corporation](#), [Niva Bupa Health Insurance](#) and her last assignment was with MMTC-PAMP as President-Consumer Business.

Prior to that, Agarwal was associated with Niva Bupa Health Insurance for close to a decade as their chief marketing officer and director-digital SBU.

At [Orient Electric](#), Agarwal will be responsible for all aspects of the brand, driving the overall brand and Go-to-Market strategy.

She will be supporting the growth and market expansion for all business units of the company including fans, home appliances, lighting and switchgear as well as scale up the digital footprint of the business.

Agarwal will be based at the company's head office in New Delhi.

Rakesh Khanna, managing director and chief executive officer, Orient Electric, said, "I am delighted to welcome Agarwal to Orient Electric. She is a seasoned marketing leader who comes with an impressive track record of building strong consumer brands."

"I am confident that her expertise in leveraging technology for driving business growth and delivering superior consumer experiences will help us to further strengthen our customer-centric growth strategy. I wish Agarwal the very best in her new role," he added.

Agarwal said, "I'm excited to join Orient Electric, especially at a time when the company is on a fast-paced transformation and growth journey."

"Orient is deeply committed to customer centricity and thus my efforts will be directed at elevating customer experience across all brand touchpoints, backed by insights and analytics and best-in-class digital technologies. I look forward to working with all stakeholders to position Orient as the market leader in its segment," she added.