

Midea Group Appoints Mr. Siddharth Saxena as the Country Head for India Operations

Category: Business

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Midea Group proudly announces the appointment of Mr. Siddharth Saxena as the Country Head for its India operations. Mr. Siddharth brings extensive leadership experience and a strategic vision to his role as Country Head, where he will focus on further strengthening Midea's well-established position in the Indian market. He will drive the company's strategic initiatives, expand its consumer base, and enhance brand presence across the country.



Siddhart Saxena, Country Head, Midea India

Central to his approach will be continuing to build on the company's success by delivering innovative products and services that bring significant value to both channel partners and consumers. Additionally, Mr. Saxena will lead efforts to deepen consumer trust, optimize operational efficiencies, and foster robust partnerships across the value chain, strengthening Midea's reputation as a trusted brand in the market.

Sharing his vision, **Mr. Siddharth Saxena, Country Head, Midea India**, remarked, *"India stands as a cornerstone of Midea Group's global growth strategy, with its dynamic economy, expanding consumer base, and rising demand for innovative solutions. The nation's emphasis on digitization and smart technologies aligns seamlessly with our vision of creating intelligent and modern living spaces."*

"I am excited to leverage my experience to further strengthen Midea's position in India and contribute to the company's continued success by delivering exceptional value to both Indian consumers and our valued partners," Mr. Saxena added further.

Mr. Siddharth Saxena brings over 25 years of international experience in the home appliances industry, having worked extensively across the Middle East, Africa, and India. During his 14-year tenure with Midea Group, he has held several key roles. Prior to Joining India Operation he was the Regional Director for Middle East, where he led strategic initiatives to expand market presence and drive revenue growth.

Building on his extensive experience, Mr. Saxena brings a wealth of knowledge in navigating diverse markets, strong leadership capabilities, and a proven track record in driving market expansion and sales growth. His deep expertise positions him ideally to lead Midea's India operations, ensuring the company's continued success and growth in this key market.

About Midea India Private Limited

Midea India Private Limited is a 100% subsidiary of the Midea Group which produces a wide range of Smart Home Appliances – residential & commercial air conditioning, large & small kitchen appliances, laundry & refrigeration products, water & heating appliances as well as floor care.

About Midea & Midea Group

Midea is one of over 10 brands within the Smart Home Business of Midea Group.

Midea Group, established in 1968, is a leading global high-technology company ranked #277 on the 2024 Fortune Global 500 list, and one of the world's largest home appliance manufacturing companies which businesses go beyond smart home appliances. In early 2021 the company streamlined its core

units into five high-growth business pillars to pave the new future growth path: Smart Home, Electro-Mechanical, Building Technologies, Robotics & Automation and Digital Innovation.

All businesses of Midea Group are striving for one credo:
#HumanizingTechnology

