**Headline:** A. O. Smith Appoints Parag Kulkarni as New Managing Director for India Operations
**Publication:** HT Syndication
**Date:** May 26, 2015
**URL**: http://htsyndication.com/htsportal/article/a.-o.-smith-appoints-parag-kulkarni-as-new-managing-director-for-india-operations/7219657

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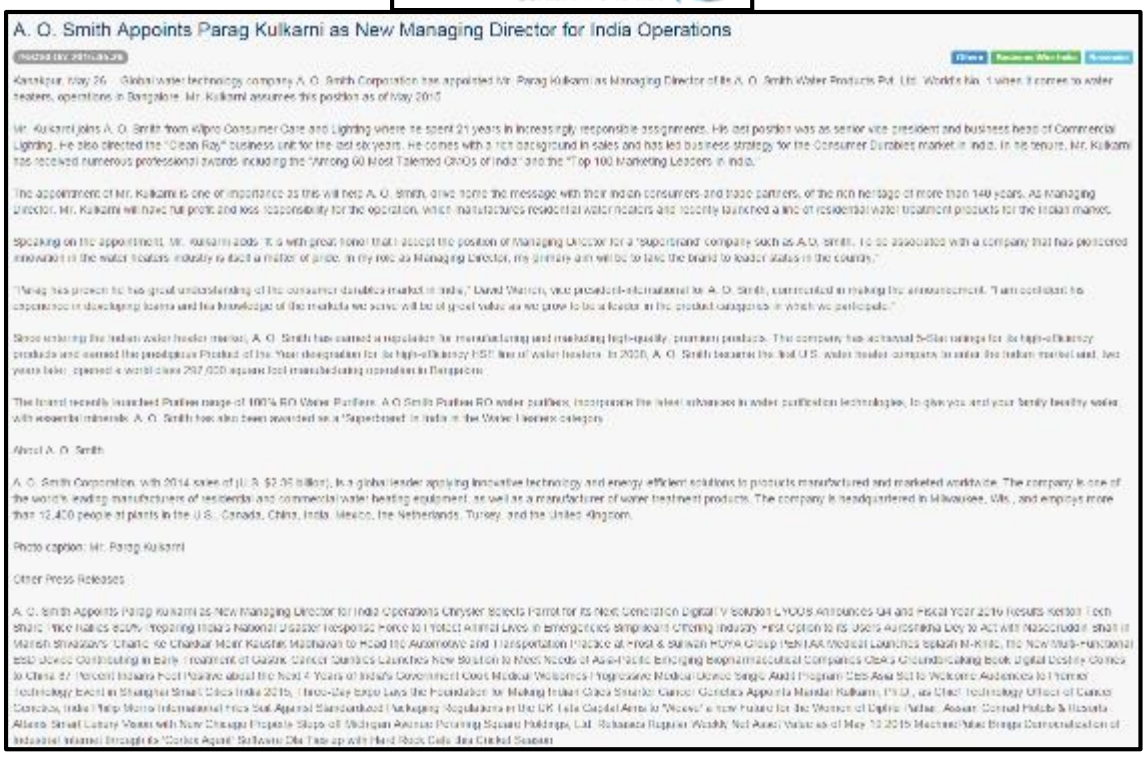

A. O. Smith Appoints Parag Kulkarni as New Managing Director for India Operations

Kanalgur, May 26 -- Global water technology company A. O. Smith Corporation has appointed Mr. Parag Kulkarni as Managing Director of its A. O. Smith Water Products Pvt. Ltd. World's No. 1 when it comes to water heaters, operations in Bangalore. Mr. Kulkarni assumes this position as of May 2015.

Mr. Kulkarni joins A. O. Smith from Wipro Consumer Care and Lighting where he spent 21 years in increasingly responsible assignments. His last position was as senior vice president and business head of Commercial Lighting. He also directed the "Clean Ray" business unit for the last six years. He comes with a rich background in sales and has led business strategy for the Consumer Durables market in India. In his tenure, Mr. Kulkarni has received numerous professional awards including the "Among 50 Most Talented CHOs of India" and the "Top 100 Marketing Leaders in India."

The appointment of Mr. Kulkarni is one of importance as this will help A. O. Smith, drive home the message with their Indian consumers and trade partners, of the rich heritage of more than 140 years. As Managing Director, Mr. Kulkarni will have full profit and loss responsibility for the operation, which manufactures residential water heaters and recently launched a line of residential water treatment products for the Indian market.

Speaking on his appointment, Mr. Kulkarni adds: "It is with great honor that I accept the position of Managing Director for a "superbrand" company such as A.O. Smith. To be associated with a company that has pioneered innovation in the water heaters industry is such a matter of pride. In my role as Managing Director, my primary aim will be to take the brand to leader status in the country."

"Parag has proven he has great understanding of the consumer durables market in India," David Warren, vice president-international for A. O. Smith, commented in making the announcement. "I am confident his experience in developing teams and his knowledge of the markets we serve will be of great value as we grow to be a leader in the product categories in which we participate."

Since entering the Indian water heater market, A. O. Smith has earned a reputation for manufacturing and marketing high-quality, premium products. The company has achieved 5-Star ratings for its high-efficiency products and earned the prestigious Product of the Year designation for its high-efficiency HSE line of water heaters. In 2008, A. O. Smith became the first U.S. water heater company to enter the Indian market and, two years later, opened a world class 297,000 square foot manufacturing operation in Bangalore.

The brand recently launched Pratiee range of 100% RO Water Purifiers. A.O.Smith Pratiee RO water purifiers incorporate the latest advances in water purification technologies, to give you and your family healthy water. With essential minerals. A. O. Smith has also been awarded as a "Superbrand" in India in the Water Heaters category.

About A. O. Smith

A. O. Smith Corporation, with 2014 sales of (U. S. $2.36 billion), is a global leader applying innovative technology and energy efficient solutions in products manufactured and marketed worldwide. The company is one of the world's leading manufacturers of residential and commercial water heating equipment, as well as a manufacturer of water treatment products. The company is headquartered in Milwaukee, Wis., and employs more than 12,400 people at plants in the U.S., Canada, China, India, Mexico, the Netherlands, Turkey, and the United Kingdom.

Photo caption: Mr. Parag Kulkarni

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