



Blueair has appointed Mr. Girish Bapat Blueair Sales Director, West and South Asia Region, based out of Mumbai, India.

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Blueair announces new structure for West and South Asia Region, including India, and appoints new Regional Sales Director

Stockholm/Mumbai, May 26, 2016 – [Blueair](#) today announced a new structure and leadership for the West and South Asia region, encompassing India, Bangladesh, Sri Lanka and the Middle East. The company, a world leader in innovative indoor air purification technologies and solutions, named Mr. Girish Bapat to head the new organization as Blueair Sales Director, West and South Asia Region.

“Asia and the Middle East encompasses a vast, complex region so we decided to divide the leadership into two, with West and South Asia to be headquartered out of Mumbai and South East Asia, headquartered out of Hong Kong,” said Blueair Chief Operating Officer Mr. Niklas Wakeus. “We are happy to welcome Mr. Bapat to the Blueair team. We are confident that his breadth of experience will enable us to expand operations and further grow our portfolio of trade”, Mr. Wakeus added.

Mr. Bapat, who joined Blueair on May 16, 2016, is stationed in Mumbai. An Indian national, Mr. Bapat brings with him 30 years of industry experience in leading business operations, strategic management and business development for top consumer brands such as Daewoo Electronics, LG, Godrej, GE in India, Supra and Nikai from the Middle East.

“Blueair is a global brand with a leading position in all its key markets worldwide. My ambition now is to help build the good work that has gone into launching Blueair in India over the past 18 months by building a large, visible retail presence in key cities,” said Mr. Bapat. He added that Blueair had the right products at the right time in India to address people’s concerns about their health and wellbeing due to the high levels of air pollution.

Mr. Bapat said he will be responsible for the strategic direction, operational execution and overall leadership of the India business. He added that he would work alongside the existing head of Blueair’s Indian operations, Mr. Vijay Kannan, who is based at the Blueair India head office in New Delhi, and to cultivate and strengthen relationships with retail partners.

“Blueair is seeing strong growth in India and my goal is to further accelerate in-market growth to drive the business in one of Blueair’s largest strategic growth markets. This can be achieved by rapidly expanding our portfolio of retail outlets where our air purifiers can be purchased,” said Mr. Bapat.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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