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## Blueair Appoints Arvind Chabra As New Country Head India

Mumbai, February 27, 2017 – Blueair, a world leader in innovative indoor air purification technologies and solutions, announced today the appointment of Mr. Arvind Chabra as Country Head for Blueair India. He takes over from Mr. Vijay Kannan who will be pursuing career opportunities outside of Blueair. Mr. Chabra joins Blueair from HP India Sales Pvt Ltd., where he was functioning as National Sales Manager- Supplies Business.

Speaking on this appointment Mr. Girish Bapat, Blueair Director, West and South Asia Region, said, “We are at the cusp of transition and poised to register exponential growth. We recently partnered with HiCare, India’s leading Home Hygiene brand, to expand our reach in more than two hundred cities. It’s an exciting time for Blueair in India and we welcome Arvind to steer us in the next phase of growth. Arvind brings valuable experience of establishing and leading the technology product categories. His illustrious career makes him an ideal choice for expanding Blueair across country.”

Mr. Chabra brings with him 20 years of experience at leadership positions, business development, strategic management and enhancing business operations and integration for top consumer technology brands like HP and Xerox.

“Blueair is a global brand with a leading position in all its key markets worldwide. In a country like India with high population density and hazardous levels of air pollution, Blueair is offering products that fit naturally with consumers’ need. Moreover, Blueair has a large untapped market in India. My immediate focus will be to implement the strategic roadmap for the development of new consumer and commercial market segments. My other key objectives are to enhance awareness and penetration about the product in various geographies, especially metros and tier one cities,” said Mr. Chabra, while sharing his future plans.

He also said that he will be responsible for overseeing Blueair's go-to-market strategy, operational execution and overall leadership of the India business. Mr. Chabra will report to Mr. Girish Bapat.

## Background

According to the latest WHO urban air quality database which covers 3,000 cities in 103 countries, 98% of cities in low and middle income countries with more than 100,000 inhabitants do not meet WHO air quality guidelines. In high-income countries, the equivalent percentage is 56%. As urban air quality declines, the risk of stroke, heart disease, lung cancer, chronic and acute respiratory diseases- including asthma- increases for the people who live in them.

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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.

## Contacts



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