

Kenstar Appoints Milan Wahi As Chief Operations Officer

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Consumer durables maker Kenstar has appointed Milan Wahi as its Chief Operations Officer with immediate effect.

He will oversee brand building, product development and distribution expansion for Kenstar, the company said.

"Wahi will be responsible for contributing to Kenstar's by and large strategy for establishing it as one of the most preferred premium small home appliances brands for consumers in India," the company said in a statement.

According to the statement, for the most part, Wahi will oversee brand building, product development and distribution expansion for Kenstar.

"I am ecstatic and excited to be a part of the Kenstar family. Kenstar has a great heritage and goodwill across the country and offers consumer's international quality products. There is a tremendous prospect for augmentation in small home appliances category and our focus would be on driving secondary sales through widening the distribution network and building Kenstar's brand equity," Wahi said.

Wahi comes with over 24 years of experience in various consumer sectors like FMCG and consumer durables. In his previous role Wahi served as the chief operating officer of J K Dairy and managing director of Lotte India Corporation. He has also had stints at CavinKare Pvt. Ltd, VST Industries Ltd and Whirlpool India, the company said.

Wahi holds a degree in Masters in Science from Bangalore University and post-graduation from Institute of Rural Management Anand (IRMA).