

# 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

