

Mandeep Singh takes charge as CEO, JSL Lifestyle Limited

New Delhi, April 10, 2019: JSL Lifestyle Limited (JSLL), a subsidiary of Jindal Stainless (Hisar) Limited, has appointed Mr Mandeep Singh as its Chief Executive Officer (CEO) of the company. Mr Singh is a seasoned management professional with over 28 years of experience in providing strategic direction to leading global and local brands in Indian and international markets. In his new role as CEO, he will be providing strategic and marketing leadership for various business verticals of JSLL, including tableware & home décor, bespoke kitchens, sanitation solutions, commercial kitchens, infrastructure, railways, Original Equipment Manufacturing (OEM) businesses, and plumbing solutions. In this capacity, he will also be responsible for charting growth strategies for both JSLL brands- Arttd'inox & ARC.

Congratulating Mr Singh on his appointment, **Managing Director, JSL Lifestyle Limited, Ms Deepika Jindal** said, ***“Mandeep is an accomplished leader who brings with him a good mix of strategic thinking, mass connect, and operational excellence. With him onboard, we hope to scale up our commercial footprints in the B2B and B2C business segments with some bold, unconventional thinking”.***

As a result-oriented and decisive leader, Mr Singh has engineered success for some of India's leading organizations, including Frontier Markets, Brandtone, D-Light Design, Western Union, Amul, and Reed Exhibitions. He has proven stints in maintaining high quality performance standards and executing disruptive and innovative business models.

Mr Singh holds a Masters degree in Business Administration from University Business School, Jammu. Other than his avid interests in consumer marketing and business modeling, Mr Singh is a strong votary of lessons derived from *Bollywood*, which he very frequently invokes in his management and marketing lectures and writings.

About JSL Lifestyle Limited

JSL Lifestyle Limited, a subsidiary of Jindal Stainless (Hisar) Limited, is a pioneer in creating innovative and futuristic stainless steel installations for aesthetic, residential, architectural, infrastructural, railways and sanitary applications. The company promotes stainless steel as the core ingredient in wide ranging applications through its two brands — Arttd'inox and ARC. Launched in 2003 by Ms Deepika Jindal, Arttd'inox is the first B2C brand from the house of JSL Lifestyle Ltd. With the objective to spread out the arena of stainless steel from kitchen shelves to the entire house and office, Arttd'inox has introduced excellent designs & forms in stainless steel tableware & home décor products in India. Through ARC, JSL Lifestyle Ltd. has created a strong presence in sectors like Automotive, Railways & Transport (ART), ABC (Architecture, Building & Construction), original equipment manufacturing, infrastructure and plumbing solutions, and retail. Few of the several services offered under ARC include customized stainless steel products, inventory management,

warehousing, material testing, and engineering work, fabrication of quality material and job site supervision by trained personnel.