

**Press Release**

**Mr. Ajit .N appointed as Director (Marketing), HLL Lifecare Ltd**

Thiruvananthapuram, 02 April 2024: Shri Ajit.N has been appointed as the new Director of Marketing of Central PSE, HLL Lifecare Limited, by the Ministry of Health and Family Welfare, Govt of India.

Mr. Ajit N comes with vast experience spanning 3 decades in Sales & Marketing and has been working at HLL for the past 24 years. He was working as the Senior Vice President - Marketing and was responsible for the marketing operations of the company.

He joined HLL in the year 2000 as Regional Manager (North) and was responsible for the operations of the Consumer Business, marketing brands like MOODS Condoms, USTAD Condoms, SAHELI Oral Contraceptive pills, and social marketing. In 2016, he was also entrusted with the expansion and management of HINDLABS, the Diagnostic Services Business of HLL, which today handles some of the largest Public Sector Diagnostic Projects in Medical Pathlabs and Imaging.

Mr. Ajit N is a BSC (Hons) Physics graduate and MBA in Marketing. Prior to joining HLL, he had tenure with Bajaj Electricals Ltd.

Mr. Ajit's family comprises his wife Mrs. Anupama S, a lecturer in Bangalore. The couple has two children. Son Ayush Kiran, UX Designer, Google and daughter Sritshti, student in Bangalore.