



Global Fire Equipment (GFE) appoints Vikrant Patil as Regional Director for India, Bangladesh and Sri Lanka, to help drive further growth in this key market.

Leading fire detection equipment manufacturer, Global Fire Equipment (GFE), has set its sights on further growth in India, Bangladesh and Sri Lanka with the appointment of Vikrant Patil as Regional Director to help deliver the company's ambitious growth plans for this key market.

In this newly created role, Vikrant will be responsible for strengthening GFE's brand awareness. Operating out of Mumbai, Vikrant will travel the length and breadth of the region to establish new long-term commercial partnerships and sales opportunities with installers, distributors and end users.

Vikrant brings more than 25 years' experience of both process automation and fire detection solutions to the role, having worked for some of the

world's leading pioneers in automation – including Emerson (USA), Mettler Toledo (Switzerland) and Krohne Marshall – and in fire detection, having spent the past seven years as Regional Sales Manager for India, Sri Lanka and the Maldives for a leading manufacture in fire safety.

Vikrant's previous experience includes product management, customer support, OEM sales, project sales, business development and channel development. With extensive experience of channel and distribution management, Vikrant is ideally placed to strengthen GFE's presence in India and across the region to drive sustainable growth for the brand.

Paul Pope, Global Fire Equipment's Business Development Director Worldwide, comments: "India is a key target market in GFE's growth strategy. We anticipate considerable interest in our products and solutions, which are ideal for this market."

Joao Paulo Ajami, Managing Director of Global Fire says: "We're delighted to have Vikrant on board to help capitalise on the growth opportunities this dynamic region presents. Vikrant's in-depth understanding of the local fire detection industry, coupled with his vast automation and fire detection technical expertise, make him an ideal addition to GFE's global sales team. Having Vikrant present on the ground in India is bound to have a positive impact on developing new customers and providing ongoing support."

Commenting on his role, Vikrant adds: "I'm delighted to join the GFE team at this exciting time. I believe the company has the best-in-class products, solutions and customer support to ensure its ambitious growth plans can be achieved."

With a manufacturing base in Europe, GFE is part of the GSS Group which also includes the emergency lighting company [Createch](#). In his new role Vikrant will also be responsible for sales of Createch's emergency lighting equipment, which is also manufactured in Europe.

GLOBAL FIRE EQUIPMENT S.A.

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