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Lubrizol names Bhavana Bindra as Managing Director - India, Middle East and Africa

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Bhavana will be responsible for leading the companyâ??s IMEA team to deliver regional growth



The Lubrizol Corporation, producing multiple grades of high molecular weight polymers for the *pharmaceutical* market, has announced the appointment of **Bhavana Bindra** as **Managing Director, India, Middle East & Africa (IMEA).** The newly created role will support Lubrizol's aggressive growth goals and ongoing commitment to the region.

With over two decades of experience in the manufacturing industry and working with renowned companies in this space like REHAU and Cummins India, Bhavana will apply her leadership and industry expertise to drive Lubrizol's growth in the region.

As Lubrizol IMEA Managing Director, Bhavana will be responsible for leading the company's IMEA team to deliver regional growth for Lubrizol and its customers, based on a local-for-local approach. Bhavana will work closely with Lubrizol leaders across the company to support localized market opportunities and strengthen relationships with in-region customers, suppliers and stakeholders. She also will provide oversight of a new Global Capability Center in Pune, which will serve as a regional hub that enhances Lubrizol's capabilities for regional growth.