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GN Hearing India appoints new Country Managing Director

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With more than 22 years of experience in sales and marketing



GN Hearing, a subsidiary of Denmark-based GN Group, has appointed Anju Kadam as its Country Managing Director for India. Kadam, who joined the company in January 2025 as Sales Director, steps into the role with more than 22 years of experience in sales and marketing across leading organizations including Kirloskar, Crompton Greaves, Usha International, and Eureka Forbes.

Since joining GN, he has strengthened the company's channel network, streamlined sales operations, and contributed to surpassing mid-year targets with 14% year-on-year growth.

Over the past few months, Prameet Shetty served as Interim Country Managing Director, while continuing to perform his role as Cluster Finance Director for Australia, New Zealand, India and South Korea. He has ensured stability for the business during the leadership transition. His support has been instrumental in preparing the way for Kadam's appointment.

GN Hearing's leadership in Asia Pacific is also evolving, with Andreas Anderhov recently being promoted to Regional President for the region. He previously was Cluster Managing Director for Australia, New Zealand, India and South Korea. Together, Anderhov and Kadam will play important roles in driving GN's presence in India and across APAC.

The Indian market has delivered a compound annual growth rate of 14% between 2021 and 2025, and GN expects this trajectory to continue. The company recently marked 20 years in the country, with plans of acquiring new facilities, demonstrating its long-term commitment to the market. Alongside its flagship brand ReSound, GN's portfolio in India includes Beltone, Interton, and Danavox, providing a full range of solutions for people with hearing loss.