

Ridwan PANCHBHAYA is named Sales Manager of MELJAC

The management of MELJAC, the French leader of high-end designer switches, has named Ridwan PANCHBHAYA as its France-Export Sales Manager. This position was created in order to structure the commercial activity, whose development requires new organisation.

In close collaboration with Director General Jean-Michel LAGARDE, Ridwan PANCHBHAYA's mission is to support the development of the company and its ambitions for growth.

“ With this appointment, MELJAC intends to continue and consolidate its strategy of global extension. I am delighted with this new collaboration, which is aimed at reinforcing and developing the reputation of the brand and to position it in new markets, like Asia and the Middle East. The experience and values of Ridwan PANCHBHAYA are real assets for the expansion of our activity. ”

Jean-Michel LAGARDE, Director General of MELJAC

“ My role together with the sales team is to confirm our presence on existing markets by optimising the performance of the current distribution and to identify new growth drivers both in new markets and parallel sectors of activity. In the short term, my goal is also to establish MELJAC in the US and to ride the wave of the fast-growing home-automation market. Among other things, this entails an evolution of our current commercial policy and the communication of the brand's exceptional know-how to the players of the market (hotels, interior designers, architects, etc.). ”

Ridwan PANCHBHAYA, Sales Manager of MELJAC



A graduate of INSEEC U., who carried out part of his studies at UCLA (University of California, LA) and Vancouver, Ridwan PANCHBHAYA began his career in South-east Asia for a French metal recycling company, which he established in the Asia-Pacific markets. After returning to France, he joined the French company Miroir BROT to develop the luxury hospitality market. He also endeavoured to re-establish the presence of the brand in the US market.

4 years later, he joined the American group KOHLER for its BAKER and McGuire brands of furniture, and handled the growth of the sales and distribution portfolio for the entire French-speaking market.

At the age of 37, he has chosen to join MELJAC to reconnect with French craftsmanship and the values of a family SME in full growth.

About MELJAC

Created in 1995 by André Bousquet, the company designs high-quality electrical equipment using the finest materials. Its innovation and working methods are at the heart of its development, guaranteeing an optimum quality. The brand is sold in 60 countries, and has 40 authorized dealers in France and 23 abroad.

With about 10 collections, MELJAC offers architects, decorators, electricians and private individuals a large range of options: switches, sockets, table lamps, reading lights, thermostats, home automation systems etc. The brand is also renowned for its made-to-measure creations.

Some references: the Palace of Versailles, the Louvre Museum, the Horta Museum in Brussels, the Four Seasons Hotel George V, the Meurice, the Royal Monceau, the Royal Mansour and the Mandarin Oriental in Marrakech, the Intercontinental in Geneva, the Danieli Hotel in Venice...

All products are 'Origine France Garantie' labeled. MELJAC is the first company in its business sector to obtain the EPV label (Living Heritage Company). www.meljac.com



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