

ROKiT Strengthens Executive Team with Appointment of Bav Majithia as Chief Commercial Officer

ROKiT continues to broaden its international footprint through a rapidly growing portfolio of businesses

KINGSWOOD BUSINESS PARK, SHROPSHIRE, UNITED KINGDOM, August 7, 2026 /EINPresswire.com/ -- ROKiT, the international group of innovative businesses with a track record of identifying high-growth opportunities across multiple industries, today announced the appointment of Bav Majithia as Chief Commercial Officer, a key strategic appointment as the company accelerates the next phase of its global expansion.

The appointment comes as ROKiT continues to broaden its international footprint through a rapidly growing portfolio of businesses spanning diverse markets. Today, the group comprises an amalgam of companies, products and services with interests including tyres, oxygen technologies, automotive cleaning products, software development, Wi-Fi service deployment, content creation, premium beverages and numerous other sectors, all united by a culture of innovation and entrepreneurial ambition.

Majithia brings more than 20 years of commercial, entrepreneurial and acquisition experience, having successfully created, built, acquired and scaled businesses across a broad range of industries including automotive, media and radio, telecommunications, property investment, consumer goods, charities and television shopping.

His appointment reflects ROKiT's determination to strengthen its senior leadership team as it continues to pursue ambitious commercial growth, strategic partnerships, acquisitions and international market expansion.

As Chief Commercial Officer, Majithia will be responsible for identifying new commercial



Bav Majithia joins ROKiT as CCO



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Jonathan Kendrick

opportunities across the group's businesses, accelerating revenue growth, developing strategic alliances and supporting the continued expansion of the ROKiT portfolio worldwide.

Commenting on his appointment, Bav Majithia said:

"I am absolutely delighted and excited to be joining ROKiT at such an exciting point in its journey. What Jonathan Kendrick has built is unlike any other business I have

encountered—an entrepreneurial group of innovative companies that is constantly identifying new opportunities and creating value across multiple sectors. The potential for further growth, the ambition and the vision are incredibly exciting. I see tremendous opportunities to help accelerate that growth, expand into new markets, forge new partnerships and contribute to the continued success of the businesses in the ROKiT group. I cannot wait to get started."

Welcoming Bav Majithia to the company, Jonathan Kendrick, Chairman of ROKiT, said:

"We are thrilled to welcome Bav to the ROKiT family. Throughout his career he has repeatedly demonstrated an exceptional ability to identify opportunities, build successful businesses and deliver outstanding commercial results. His breadth of experience across many different industries makes him uniquely qualified for this role. As ROKiT continues its expansion, Bav's commercial expertise, entrepreneurial mindset and proven track record will be of enormous value to every one of our businesses. His appointment represents another important step in building the leadership team that will drive the next stage of ROKiT's global growth."

Marketed heavily through motorsport sponsorships, ROKiT has earned a reputation for investing in innovation, developing disruptive products and building businesses capable of competing on the global stage. The appointment of Majithia reinforces the group's commitment to attracting outstanding leadership talent capable of unlocking new commercial opportunities and accelerating long-term growth.

About ROKiT

ROKiT is an international group of innovative companies operating across multiple industries, including tyres, oxygen technologies, automotive cleaning products, software development, Wi-Fi service deployment, content creation, premium beverages and numerous other sectors. Led by entrepreneur Jonathan Kendrick, the group continues to identify, acquire and develop innovative businesses and technologies with the ambition of creating globally recognised brands and delivering sustainable long-term growth.

Website: www.rokit.com

Bruce Renny
ROKiT Group
[email us here](#)

Visit us on social media:

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