



Bajaj Electricals Ltd.

Inspiring Trust

AN OVERVIEW





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- ❑ A **100 years** “ Young ” group with **27 group companies**
- ❑ Amongst top 5 Business Groups in India with over 40,000 employees
- ❑ Group turnover over **~USD 7 Bln.**
- ❑ Market Cap **~ USD 13 Bln.**
- ❑ JV with Allianz for Insurance and Technical collaborations with Kawasaki for Motorbikes, Luce of Italy (for Luminaires), Leviton of USA (Lighting Controls), Nardi of Italy (for Appliances), Trilux Lenze of Germany , RUUD lighting of USA , Disney of USA, Midea of China (for Fans) and Disano of Italy for Luminaires, Securiton of Switzerland and Delta control of Canada for IBMS and Morphy Richards of UK for Appliances



Bajaj Electrical Limited

The Company is in the Business of

 **BAJAJ APPLIANCES**
The best your money can buy



morphy richards

 **BAJAJ FANS**
Incredibly Fast



 **BAJAJ LIGHTING**
Always with you

 **BAJAJ LUMINAIRES**
Making the difference



 **BAJAJ ENGINEERING & PROJECTS**
Leaders in Lighting & Power Systems





Bajaj Electrical Limited

Excellent Corporate Image

Enjoys consumer trust

Ethical business dealings

Strong brand equity



A Very Powerful Brand



Our Vision:

We aim to bring greater happiness to our customers, through our products and services, while continuously enhancing stakeholder value.

Our Philosophy:

Trust builds Quality

Quality builds Satisfaction

Satisfaction builds Relationship

Relationship builds Trust,

We believe in “Inspiring Trust” always





VALUES

Build Trust : We will conduct all our business dealings with fair and ethical business practices and strive to build trust in the minds of all our stakeholders.

Belief in Excellence : We believe in setting higher levels of Excellence in all our actions and will recognize and reward the excellence achieved by our team members.

Delighting Customers : We will delight our customers by providing them world-class products and services and thereby enhance their quality of life.

Ensuring Accountability : We will work in a transparent, performance oriented environment and define clear accountability for our employees, while empowering them to achieve their performance goals with speed and efficiency.

Encouraging Teamwork : We will ensure dignity and respect for the individual while encouraging Teamwork.

Personal Growth : Every employee will be enabled to learn at the work place with significant opportunities for Personal Growth and Contribution to the organization.

Evolution

2007-09

- QIP issue of Rs 1600 Million in December 2009
- **Project Smile – Implementation of ERP from Oracle**
- Acquired 32% share holding in **Starlite** Lighting Limited a CFL manufacturing unit

2003-06

- **Mission Excell – Change Management initiative undertaken.**
- Successful Financial turnaround of the company
- Rights Issue of Rs 108 Million in October 2003
- Shifted vendor base to Himachal & Uttaranchal

2000-02

- **Set up High Mast and TLT manufacturing unit at Ranjangoan near Pune**
- Tied up with **Morphy Richards**

1971-99

- Amalgamated **Matchwel Electrical** Ltd which manufactured fans, die-casting components and magneto assembly
- Company set up fan manufacturing unit at **Chakan**
- Set up **wind farm** near Vankusewade near Satara

1940-70

- Commenced **operations in Lahore**
- **Company started marketing small appliances & lighting products reserved for manufacturing by the Small Scale Sector**

Major Projects

Mission Excel – Change Management

- Change in organisation structure from 'Matrix' organisation to Verticals of 5 SBUs (Strategic Business Units)
- Focus on Top Line and Bottom line
- Close Monitoring of SBU performance on various operating parameters

Project 'Smile' – Implementation of ERP system includes

- Oracle E-business Suite
- Oracle Demantra
- Oracle ASCP
- Oracle Siebel CRM
- Oracle Business Intelligence
- Supported by Change Management initiatives

Improvement in operational efficiency, productivity and MIS reporting

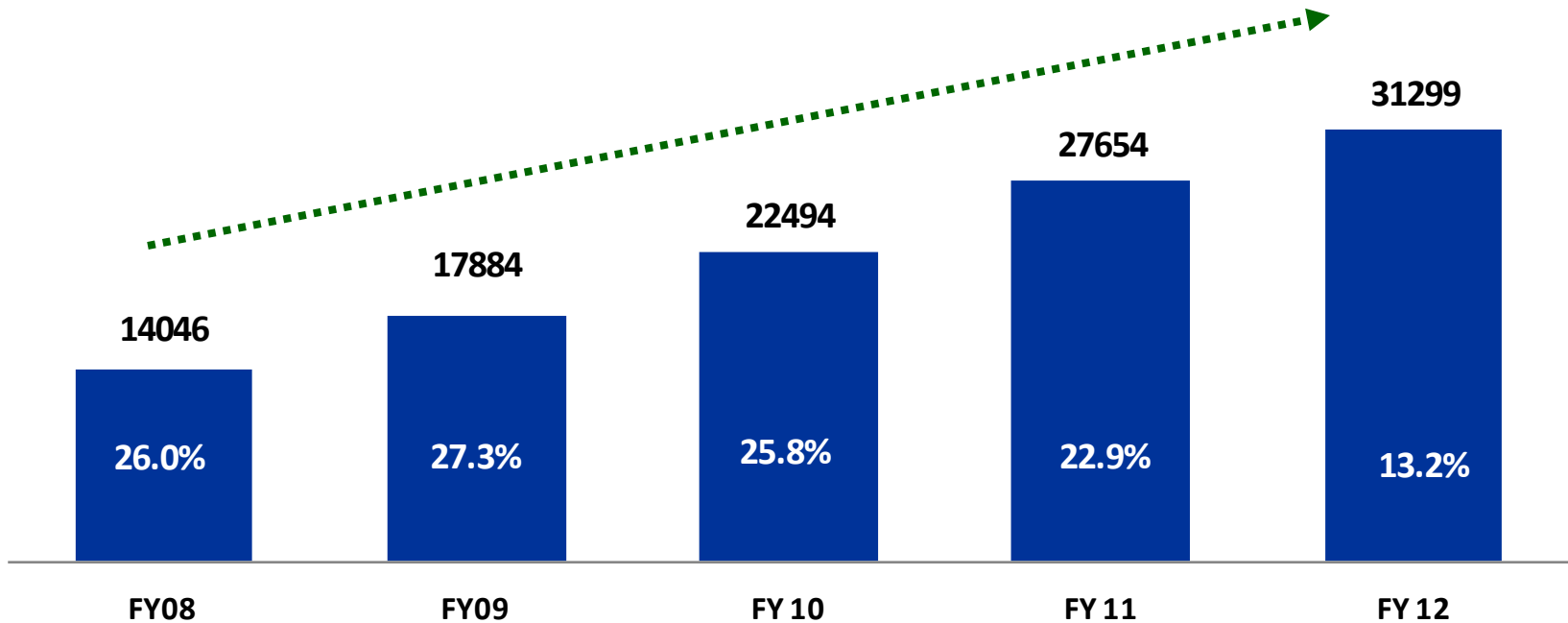
LEAP AHEAD

- Improvement in supply chain efficiency through principles of 'Theory of Constrains'
- Improvement in inventory turn at suppliers, dealers and at company, ensuring 100% availability of materials across the supply chain whereby achieving improvement in sales and profitability.

Financials

Gross Sales & income from operations – (Rs. in Million)

CAGR (FY08-12): 22.2%

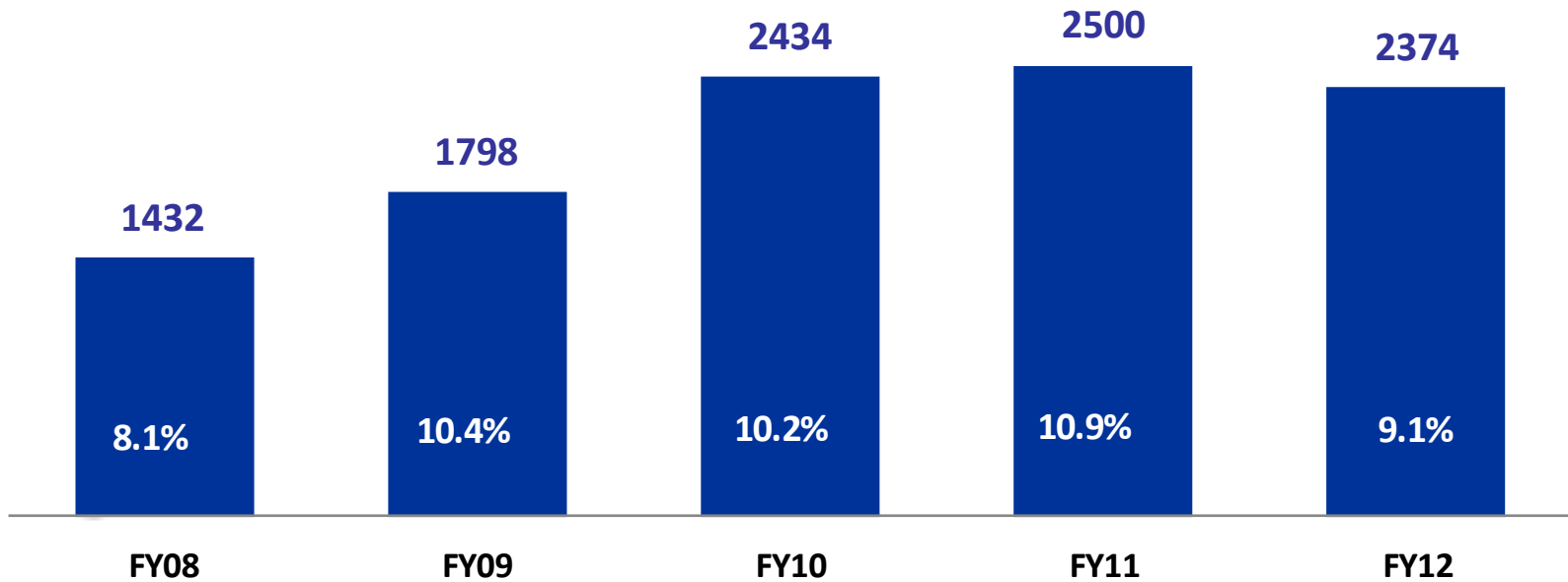




Financials

EBITDA – (Rs. in Million)

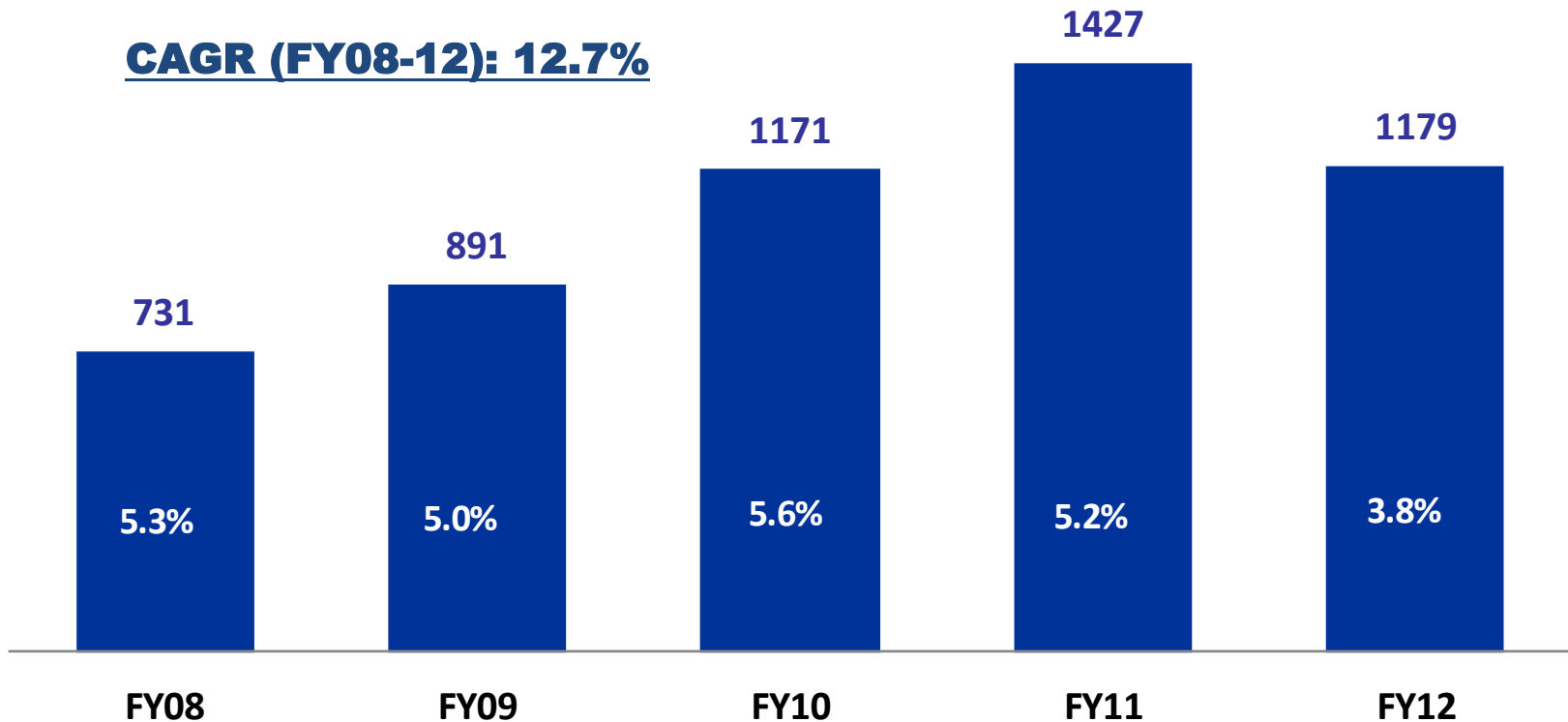
CAGR (FY08-12): 13.5%



Financials

PAT – (Rs. In Million)

CAGR (FY08-12): 12.7%

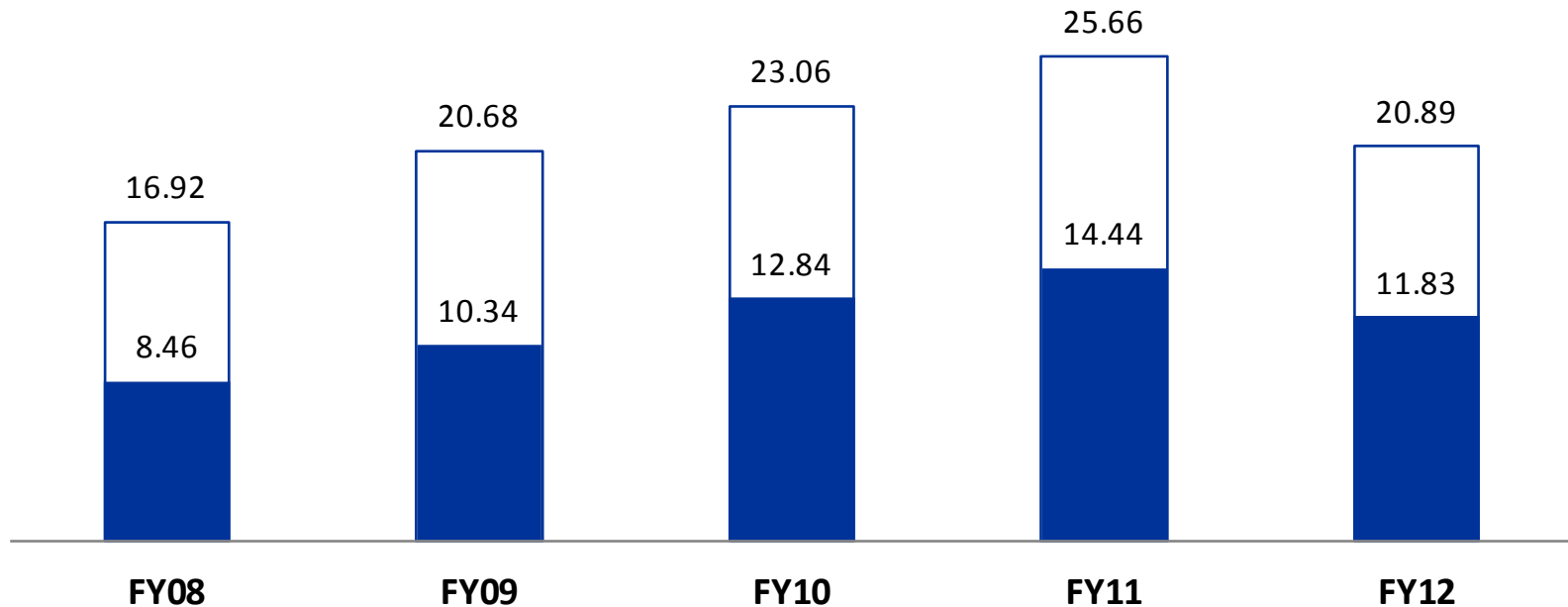


Financials

EPS – (Rs. / Share)

■ EPS □ Adj. EPS

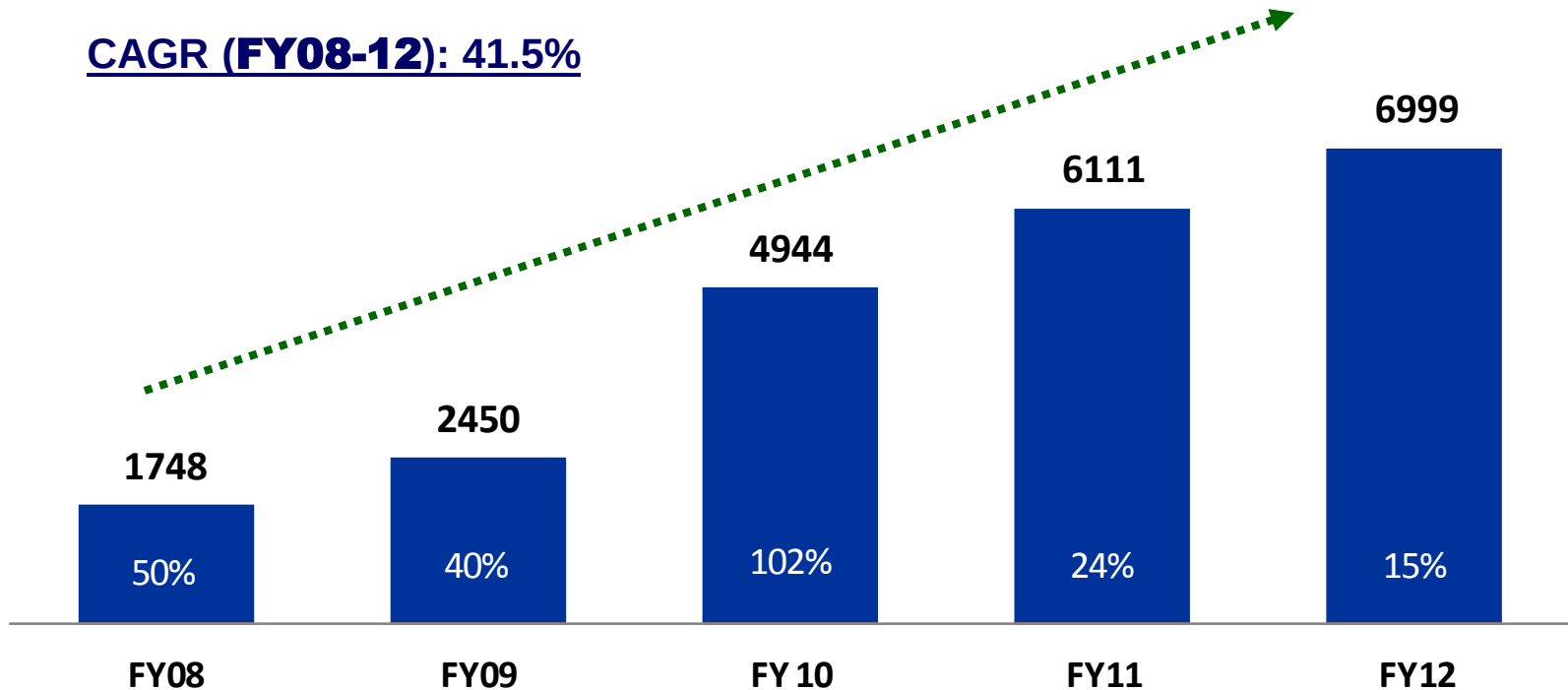
CAGR (FY08-12): 5.4%



Financials

Net Worth – (Rs. In Million)

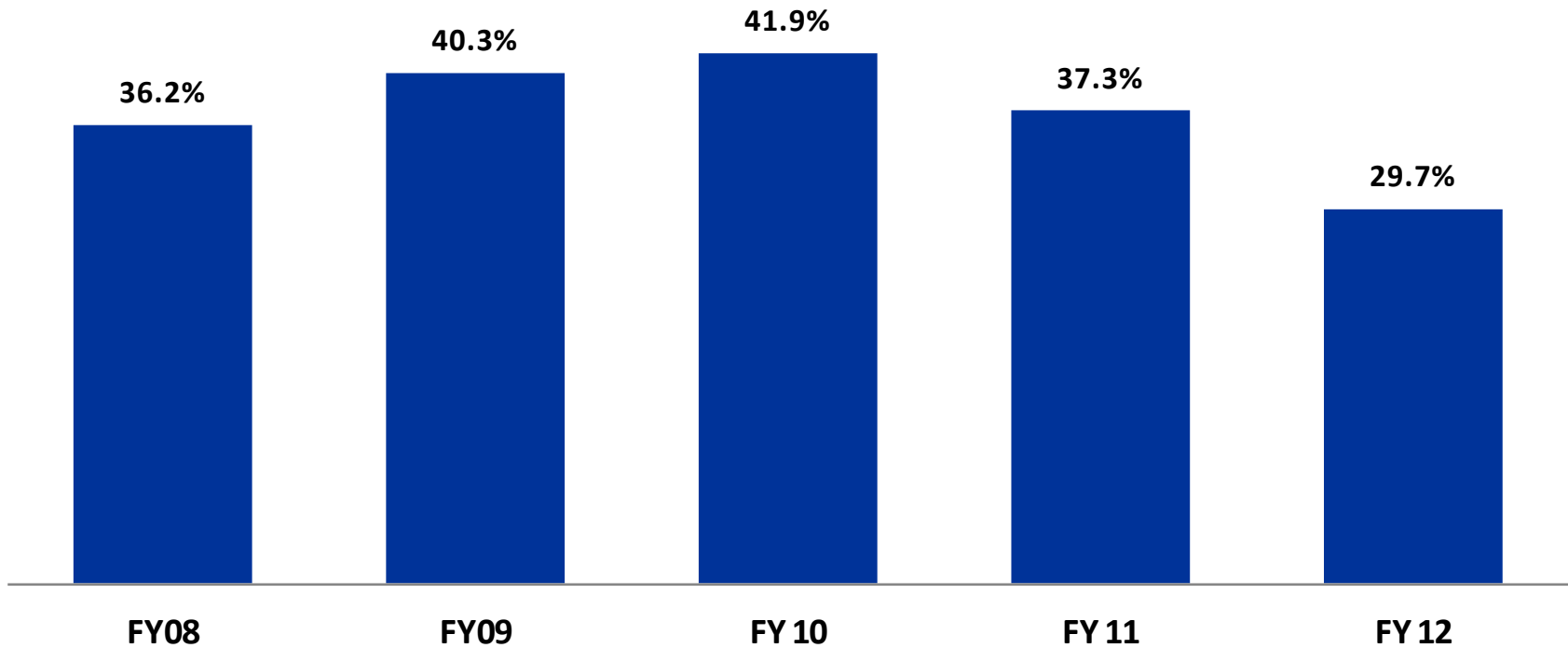
CAGR (FY08-12): 41.5%



Includes net proceeds of QIP issue of Rs. 1570 Mln during FY10

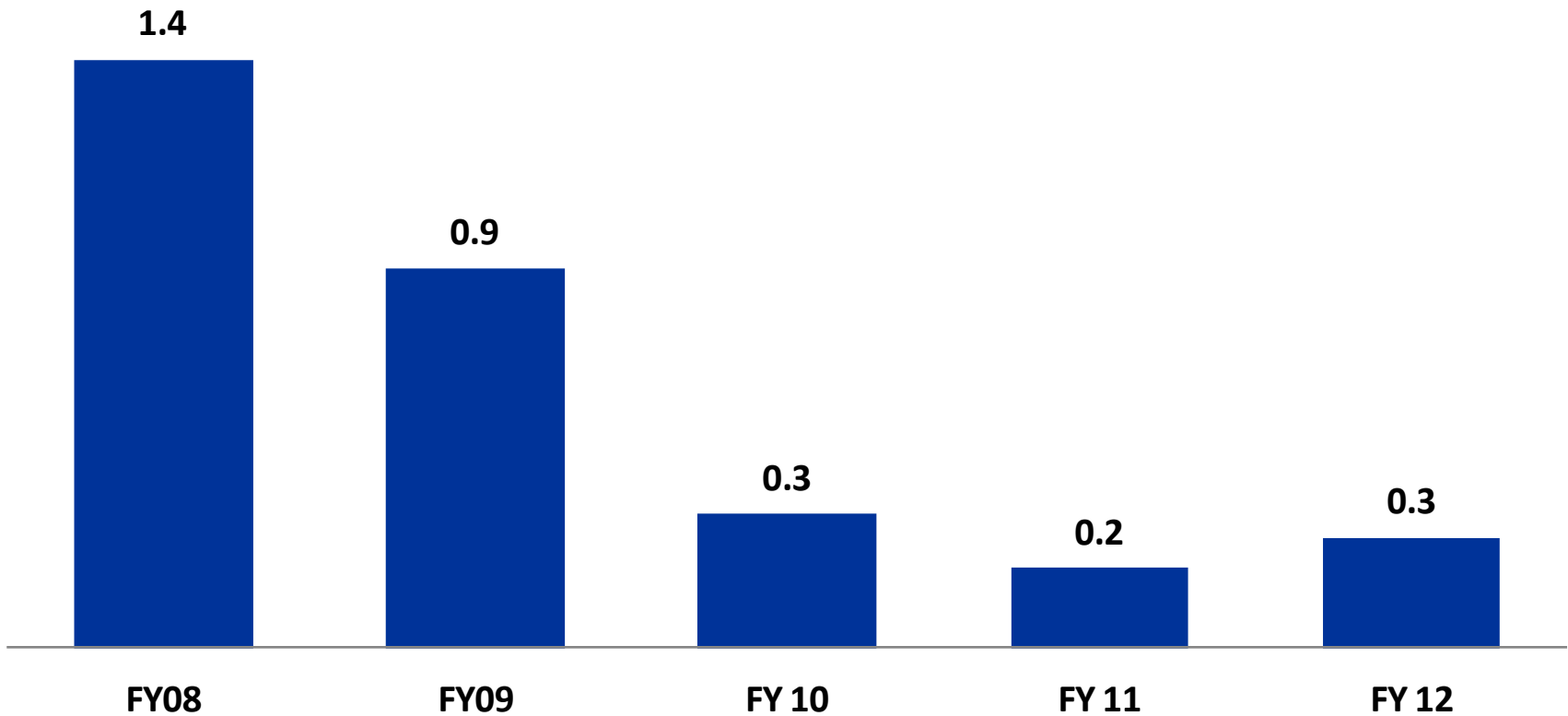
Financials

Return On Capital Employed (PRE TAX)



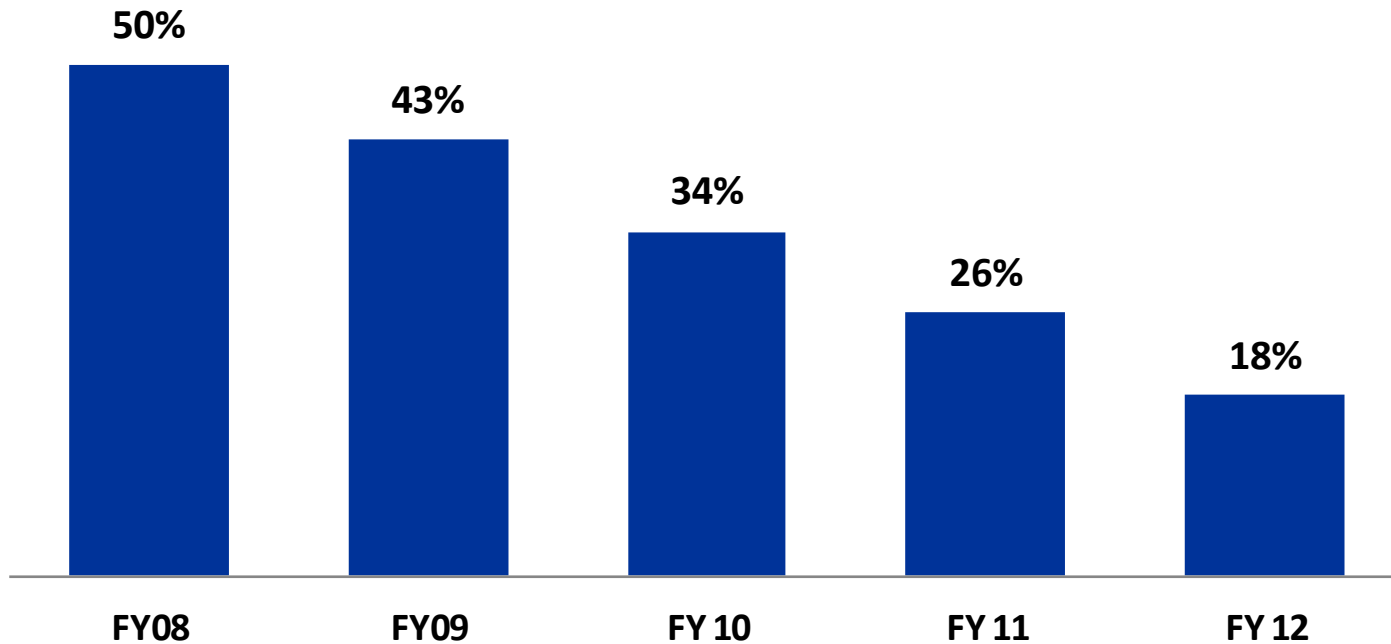
Financials

DEBT / EQUITY



Financials

Return on Equity





FINANCIALS PERFORMANCE

(Rs. In Mln.)

Particulars	FY 2000	----?	FY-08	FY-09	FY-10	FY-11	FY-12	CAGR (FY08- FY12)
Net Sales	3398.0		13744.8	17657.1	22286.3	27394.3	30941.9	22.49%
PBIDT	129.3		1432.2	1798.4	2434.1	2490.6	2371.0	13.43%
% Sales	3.81%		10.42%	10.19%	10.92%	9.09%	7.66%	
Interest	80.7		293.4	369.7	314.5	366.5	630.5	21.08%
Depreciation	34.5		74.5	85.5	92.0	108.0	125.2	13.86%
Operating profit	14.1		1064.3	1343.2	2027.6	2016.1	1615.3	10.99%
Other Income (Net)	1.3		50.1	57.0	21.4	169.5	144.2	
PBT	15.4		1114.4	1400.2	2006.2	2185.6	1759.5	12.10%
% Sales	0.45%		8.11%	7.93%	9.00%	7.98%	5.69%	
PAT	13.9		731.3	893.5	1252.7	1437.9	1178.8	12.68%
% Sales	0.41%		5.32%	5.06%	5.62%	5.25%	3.81%	
Prior Period adj.	0.0		0.3	2.2	81.8	10.7	0.0	
Net Profit	13.9		731.0	891.3	1170.9	1427.2	1178.8	12.69%

Sales Turnover – Quarter and Year ended March 2012

(Rs. Mln)

BU	Quarter ended						Year ended				
	Mar. 10	Mar. 11	YOY	Mar. 12	YOY	CAGR	Mar.10	Mar.11	YOY	Mar.12	YOY
Lighting	818.9	939.8	14.8%	1240.5	32.0%	23.1%	2610.0	3160.1	21.1%	4067.8	28.7%
Luminaires	1006.4	1073.5	6.7%	1238.5	15.4%	10.9%	2750.0	3151.4	14.6%	3579.9	13.6%
Appliances	1634.0	2143.9	31.2%	2562.5	19.5%	25.2%	5780.0	7654.2	32.4%	9545.7	24.7%
Fans	1481.1	1879.4	26.9%	1879.8	0.0%	12.7%	3760.0	5115.9	36.1%	5459.2	6.7%
Engg. & Proj.	2897.9	3760.1	29.8%	3678.1	-2.2%	12.7%	7370.0	8314.2	12.8%	8319.5	0.1%
Total	7838.3	9796.7	25.0%	10599.4	8.2%	16.3%	22270.0	27395.8	23.0%	30972.1	13.1%



Financial Performance – Quarter ended and Year ended March 2012 (Rs. Mln.)

Particulars	Quarter ended						Year ended			
	Mar. 2010	Mar. 2011	YOY	Mar. 2012	YOY	CAGR	Mar. 2010	Mar. 2011	YOY	Mar. 2012
Net Sales	7842.0	9793.6	24.9%	10586.4	8.1%	16.2%	22286.3	27394.3	22.9%	30941.9
PBIDT	922.5	948.1	2.8%	829.8	-12.5%	-5.2%	2434.1	2490.6	2.3%	2371.0
% Sales	11.76%	9.68%		7.84%			10.92%	9.09%		7.66%
Interest	54.4	103.2		163.1			314.5	366.5		630.5
Depreciation	22.8	34.5		36.5			92.0	108.0		125.2
Operating profit	845.3	810.5	-4.1%	630.1	-22.3%	-13.7%	2027.6	2016.1	-0.6%	1615.3
Other Income (Net)	-41.4	79.2		96.0			-21.4	169.5		144.2
PBT	803.9	889.7	10.7%	726.2	-18.4%	-5.0%	2006.2	2185.6	8.9%	1759.5
% Sales	10.25%	9.08%		6.86%			9.00%	7.98%		5.69%
PAT	455.8	574.5	26.0%	489.9	-14.7%	3.7%	1252.7	1437.9	14.8%	1178.8
% Sales	5.81%	5.87%		4.63%			5.62%	5.25%		3.81%
Prior Period Exps./	81.2	10.5		0			81.8	10.7		0
Net Profit	374.6	564.0	50.6%	489.9	-13.1%	14.4%	1170.9	1427.2	21.9%	1178.8

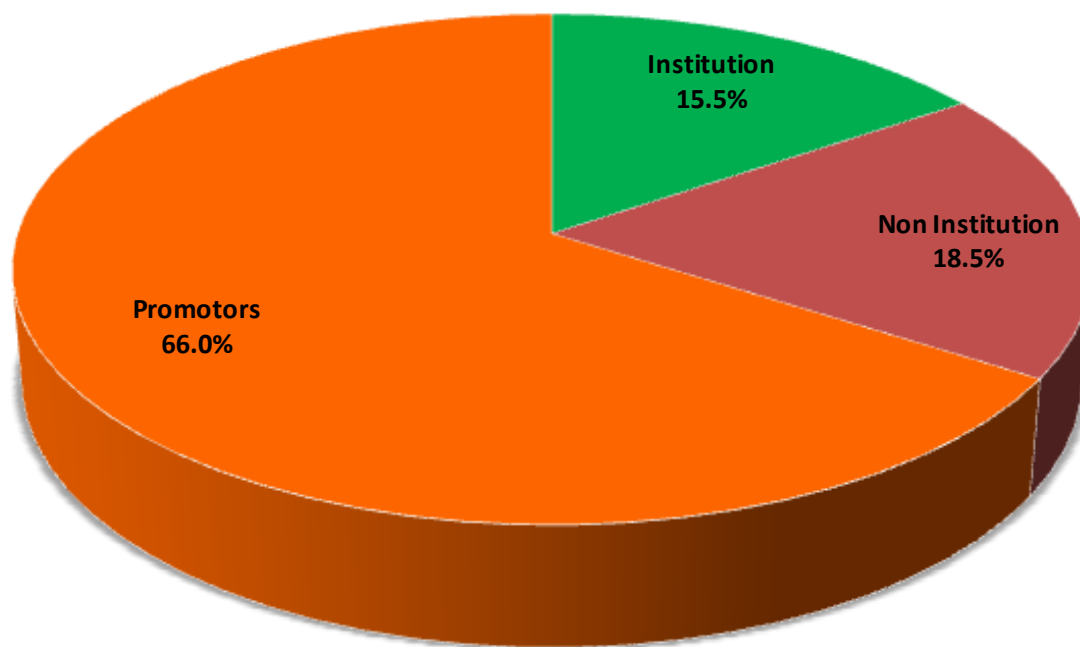
Segment Analysis – Quarter and Year ended March 2012

(Rs. Mln)

Segment Analysis

Particulars	Quarter Ended						Year ended					
	Mar 2010	Mar 2011	YOY %	Mar 2012	YOY %	CAGR %	Mar 2010	Mar 2011	YOY %	Mar 2012	YOY %	CAGR %
A) Lighting												
Sales	1823.7	2013.3	10.4	2479.0	23.1	16.6	5358.7	6311.7	17.8	7647.7	21.2	19.5
EBIT	171.1	180.6	5.6	280.0	55.1	27.9	334.7	323.4	-3.4	593.6	83.5	33.2
% to Sales	9.4	9.0		11.3			6.2	5.1		7.8		
B) Cons. Durables												
Sales	3120.1	4022.0	28.9	4442.4	10.5	19.3	9544.5	12768.6	33.8	15004.9	17.5	25.4
EBIT	446.9	463.4	3.7	470.0	1.4	2.6	1236.0	1444.8	16.9	1512.9	4.7	10.6
% to Sales	14.3	11.5		10.6			12.9	11.3		10.1		
C) Engg. & Proj.												
Sales	2896.0	3758.5	29.8	3678.1	-2.1	12.7	7368.4	8314.2	12.8	8319.5	0.1	6.3
EBIT	292.2	396.5	35.7	217.1	-45.2	-13.8	791.8	735.7	-7.1	264.8	-64.0	-42.2
% to Sales	10.1	10.5		5.9			10.7	8.8		3.2		
D) Others												
Sales	2.4	2.1		2.0			14.7	13.2		17.1		
EBIT	0.5	-48.6		2.7			6.6	3.5		18.7		
% to Sales	20.8	-2314.3		135.0			44.9	26.5		109.4		
Total												
Sales	7842.2	9795.9 	24.9	10601.5	8.2	16.3	22286.3	27407.7 	23.0	30989.2	13.1	17.9
EBIT	910.7	991.9 	8.9	969.8	-2.2	3.2	2369.1	2507.4 	5.8	2390.0	-4.7	0.4
% to Sales	11.6	10.1		9.1			10.6	9.1		7.7		

Share Holding pattern as on March 31, 2012

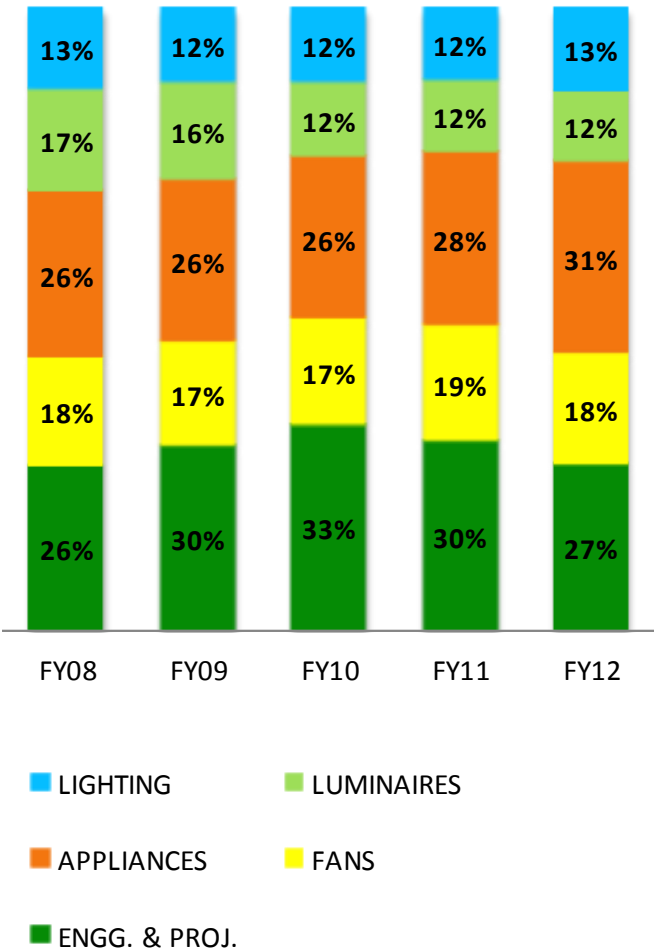
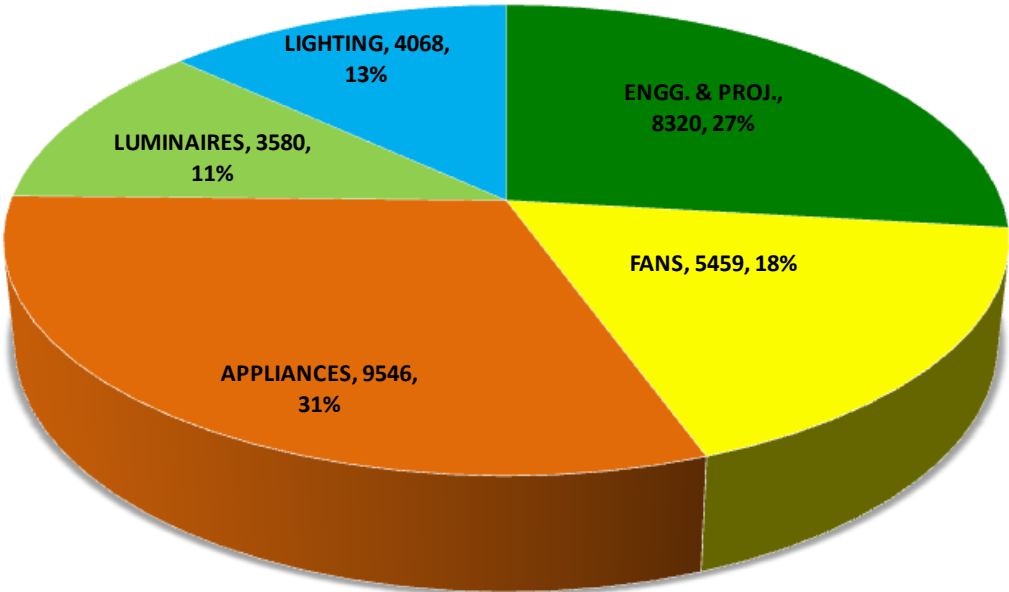


Sl. No.	Name of the shareholder	as a % of total
1	RELIANCE CAPITAL TRUSTEE CO LTD. A/C. RELIANCE DIVERSIFIED POWER SECTOR FUND	3.47
2	HDFC STANDARD LIFE INSURANCE CO. LTD	2.37



The Company's Businesses

SBU revenue mix (FY 12)
(Rs in Million)



Diversified business portfolio with consumer facing, industry facing and infrastructure facing under Lighting , Consumer durables and Engineering & Project Segments

Great strengths in Distribution, Logistics, Supply Chain, Sourcing Arrangement, Project execution, R&D and Marketing

- **Distribution network**

19 Branches

2200+ Distributors

4100+ Dealers

250+ Service centers

400000+ retailers in Lighting

40000+ retailers in Appliances

50000+ retailers in Fans



Design Center and Laboratory

- **Lighting Development Center:** Full-fledged R&D set-up approved by GOI as recognized Test House.
- **Consumer Durables Technical Services:** Product development and Quality Assurance center for small appliances at Mumbai.
- In house **Fans Design and Development Center** at Pune.

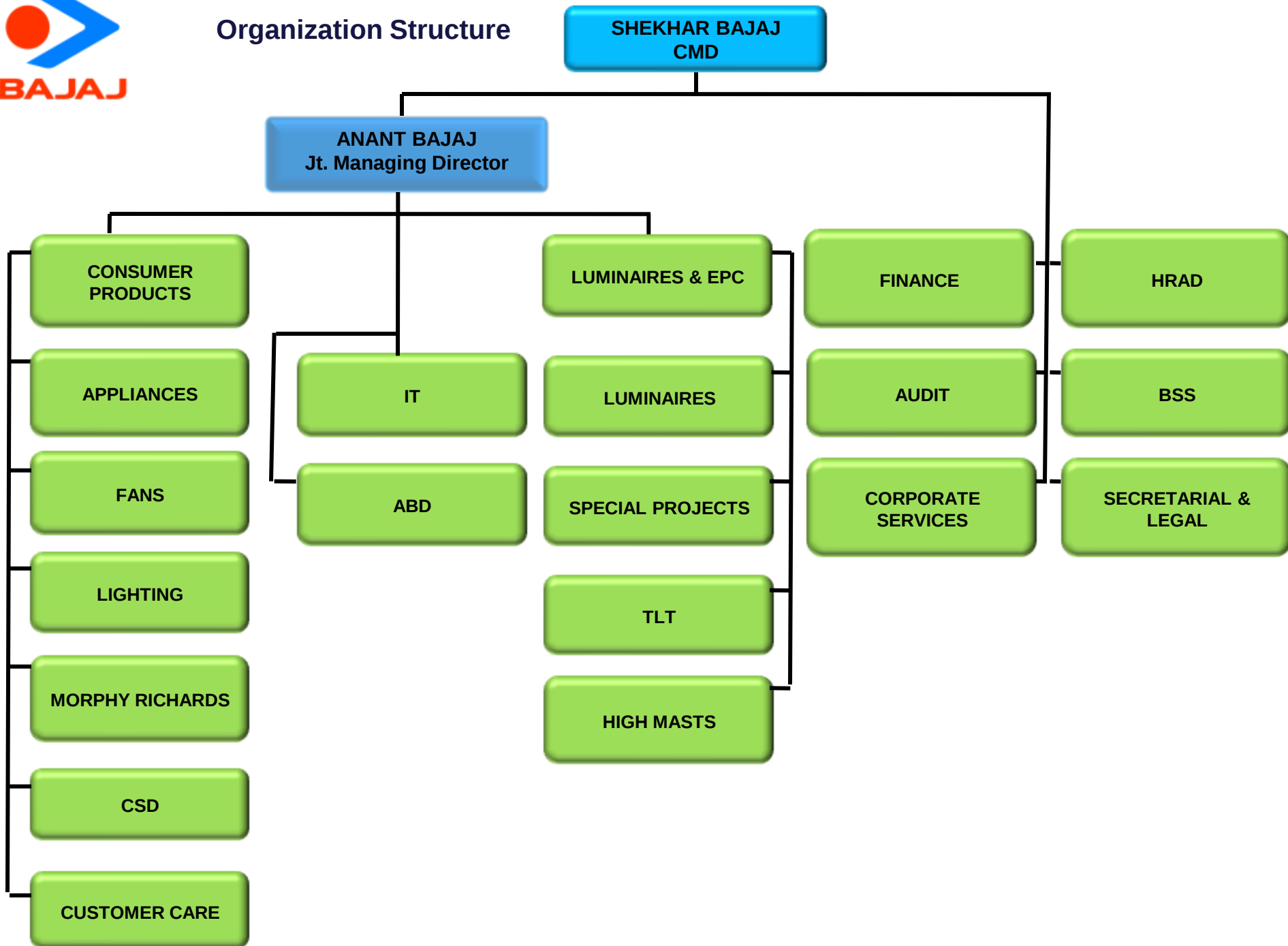


Manufacturing facilities / Sourcing Arrangements

- **High Masts, Poles & Towers:**
 - Own Factories at **Ranjangaon and Chakan** near Pune.
- **Fans:**
 - Own Factory at **Chakan** and Sourcing from dedicated vendors situated at **Hyderabad , Himachal** and imports from **China**
- **Appliances:**
 - Sourcing from dedicated vendors situated at **Noida, Delhi, Himachal** and imports from **China**
- **Electrical lamps and Tubes:**
 - Manufactured by sister concern **Hind Lamps Limited**, Shikohabad in Uttar Pradesh
- **CFL Lamps:**
 - Manufactured by sister concern **Starlite Lighting limited**, Nashik
- **Luminaires:**
 - Sourcing from dedicated vendors situated at **Daman, Himachal** and imports from **China**
- **Contract Manufacturing :** With Dedicated Vendor base with high degree of Influence on manufacturing, Costing, Product Technology, Sub Vendors nomination , Manufacturing systems and Quality processes



Organization Structure





What have we done right so far ?

- Driving an Agenda for change – **Mission Excell , Project SMILE** etc
- Focus on Topline , Bottomline , Strategy and Structure
- Empowering People, Challenging Vision and meticulous Execution
- Emphasis on sustainable Profitable Growth
- Gained share from unorganised sector due to Excise free manufacturing and VAT implementation
- Focus on **Network expansion, New Product Introductions, Entering new Businesses and Market segmentation**
- Supply Chain Excellence, Manufacturing outsourcing, China Strategy
- New **Collaborations and Partnerships**
- Strong Planning and Review processes
- Diversification into **Transmission line towers, Rural electrification , Galvanised poles** etc
- Creating a great Work culture – Professionally demanding and Highly satisfying
- Focus on **Brand building, Investor relationships** and Media relationships



Our Strategy for the Future

- Continued thrust on Network Expansion – **5 % incremental sales**
- Continued Focus on New Products and Price points – **5 % Incremental Sales**
- Increased focus on Rural markets – **3 % Incremental Sales**
- Thrust on Modern format retail – **3 % Incremental sales**
- Thrust on Builders, Architects and Institutional segment
- New Initiatives – **IBMS, Fire Alarms, Lighting Controls**
- Success of Partner Brands – **Trilux, Disano, Ruud, Disney, Delta Controls and Securiton**
- Strengthening E&P BU in **Power Sector and Large scale Contracting**
- Brand building, better CRM, better SRM
- Focus on Quality, Costs, Innovation and Process improvements
- Improvement in Supply chain / Inventory management through project **“LEAP AHEAD”** based on theory of constraints.
- Building Leadership pipeline. Becoming an Employer of choice
- Continuous focus on **Profitable growth and Stakeholder Value enhancements**



BAJAJ APPLIANCES
The best your money can buy

- **Products:**

- Iron, Ovens Toasters Grillers (OTG), Water Heaters, Air Coolers, Room Heaters & Heat Converters, Toasters & Sandwich makers, Mixers Grinders, Juicers, Food Processors, Hand Blenders, Water Purifiers & Filters, Microwave Ovens, Gas stoves, Electric Kettles, Coffee Makers, Tea Makers, Home UPS,

- **Competitors:**

- Philips, Kenstar, Usha, Maharaja, Merloni (Racold), CGL, Inalsa, Preeti, Prestige, Venus, Spherehot, Symphony



**Being Multi-Product and Pan India
gives us significant Network,
Sourcing and Logistics advantages**



- **Leadership position in Irons, Water Heaters ,OTG, Mixers and Coolers,**
 - Largest player in the small appliances market with a market share of over 15-30% in various categories
 - The fastest growing appliances company in the country
 - Enjoys excellent consumer trust and confidence
 - Very strong distribution network with more than 30000 Retail outlets
 - Long experience and very high rate of success in the appliance industry
- **Tie-ups**
 - **Morphy Richards, UK**
 - **Nardi, Italy** for Gas appliances, cooking range etc
- **Business strategy**
 - Introduction of new Models in Mixers, Water Heaters, Iron & Coolers
 - Network Expansion , Rural Penetration, Modern format retail
 - Ensure success of Platini , Gas stoves & Chimneys and new products such as **Pressure Cookers, Water Purifiers**
 - Brand building, Quality systems and Vendor Management



Bajaj Platini Product Range

BAJAJ APPLIANCES
The best your money can buy



Bajaj Electricals Ltd.
Inspiring Trust



- **Premium Brand in the Indian market**
Coffee Makers, Worlds first Tea maker, Electric cookers, Mixers, OTGs, Sandwich Toasters and Blenders, etc.
- **UK's No. 1 in home appliances**
- **No.1 in India in Coffee Makers, Toasters, Kettles and No. 2 in OTG**
- **Competitors:** Other Premium Brands in India
–Philips, Black & Decker, National, Tefal, Delonghi, Braun, Kenwood

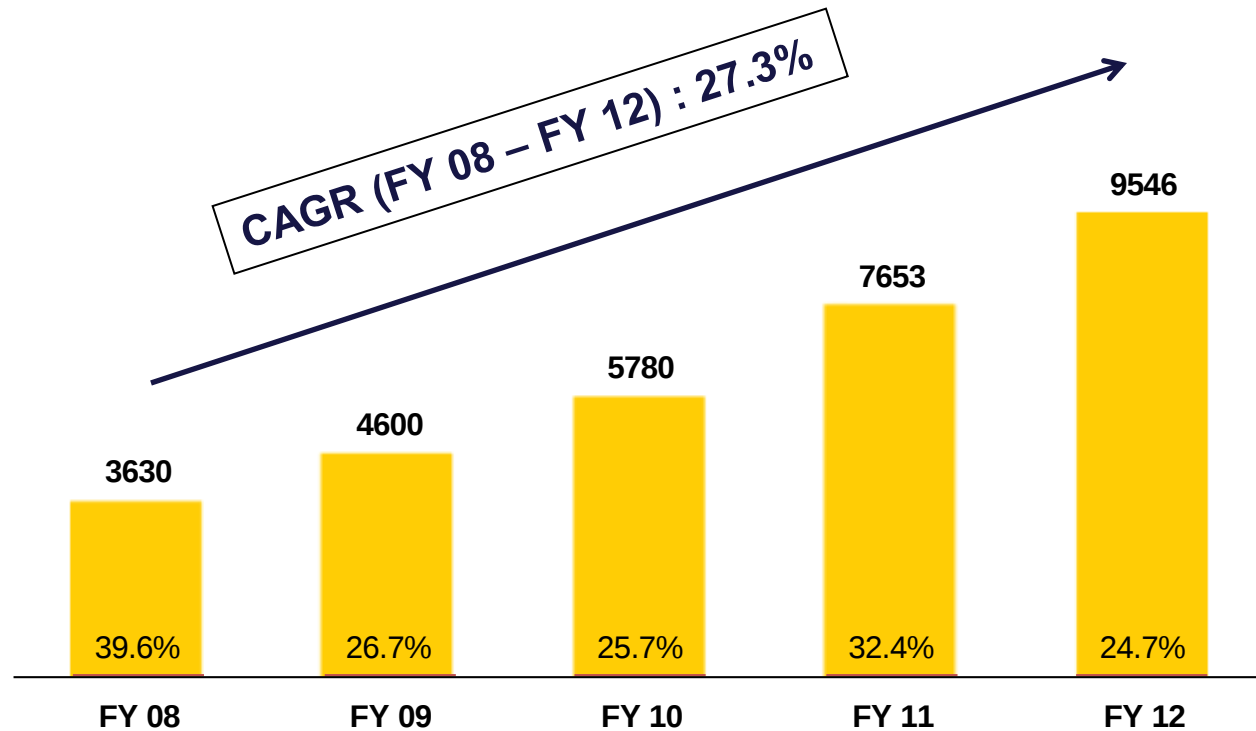


- Domestic Market size around **Rs. 60000 Mln.**
- Organized ~ **68%**; Un-organized ~32%
- Presently industry is growing at around **15%**
- Growth Drivers
 - Increase in purchasing power of Indian middle class, rapid urbanization.
 - Sales in unorganized segment will shift to organized segment as prices reduced
- Market share in organized sector
 - Bajaj : **~15%**





(Rs. In Millions)





 **BAJAJ FANS**
Incredibly fast

- **Products:**

Ceiling Fans, Table, Pedestal, Wall mounting Fans, Industrial & Domestic Exhaust fans, Industrial & Commercial Air Circulators, Personal Fans, Bajaj-Disney Children's Fans etc. Cooler kits, Pumps.

- **Competitors :**

Crompton, Usha, Orient, Khaitan, Polar, Havells

- **Brand position:**

Leadership position in premium segment . No.1 Brand in 8 States. Over all amongst the Top 3 Brands.



Industry scenario

- Domestic (Organized) Market size **Rs. 20000 Mln.**
- Organized **60-65%**; Un-organized 35-40%
- Presently industry is growing at around **25%**
- **Growth Drivers**
 - Construction and housing industry revival.
 - Replacement markets.
 - With tax reforms, Sales from unorganized segment will shift to organized segment as prices reduced
- **Market share**
 - **Bajaj** : **~16.5%**

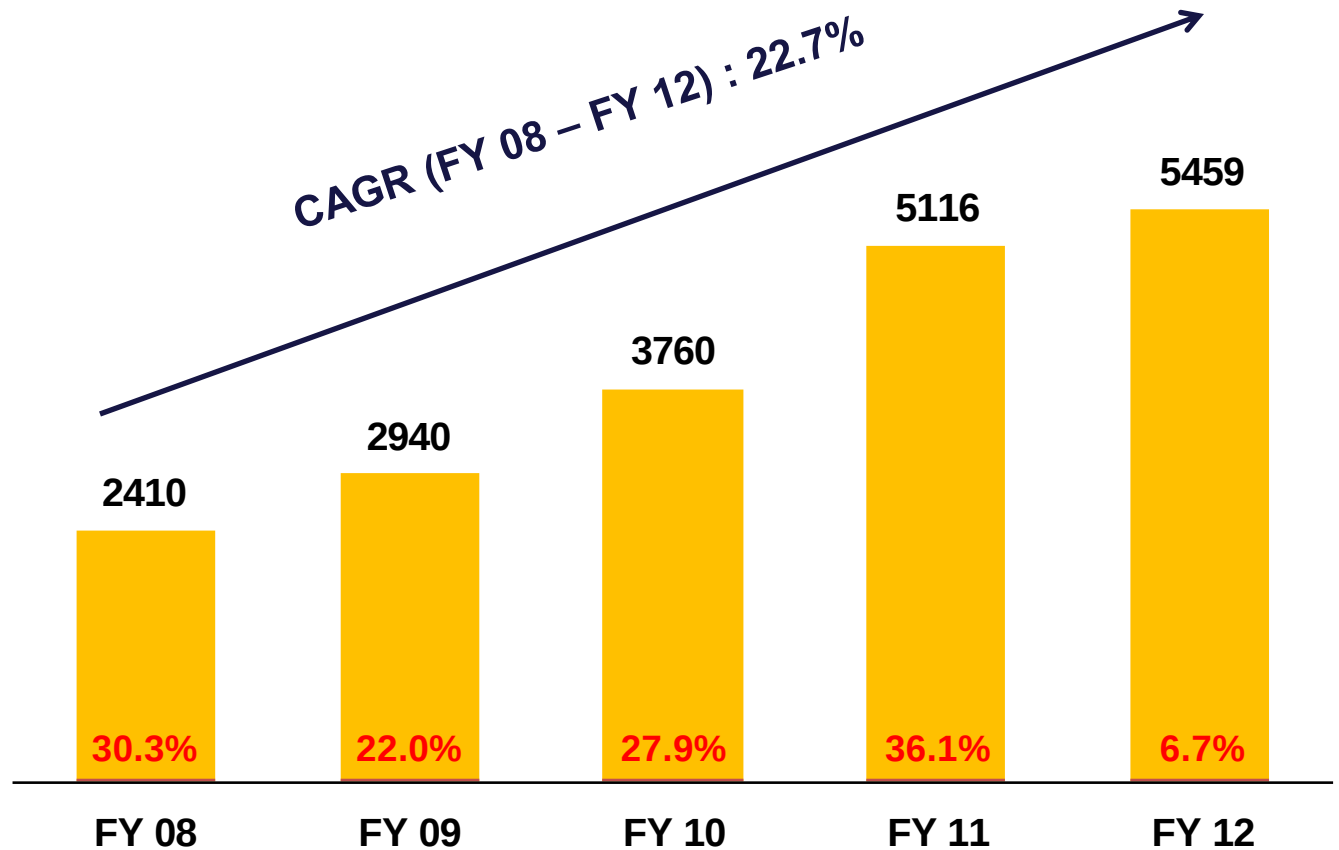


- **Tie Up :**
 - **Midea** – The World's largest Fan Company for TPW Fans.
 - **Walt Disney** : for Children's' fans.
 - **Business strategy**
 - Introduction of new Models in **Premium/ Decorative and Under-Light** fans, Fans decorated with more **Disney Characters**, **Remote controlled** Fans and **Energy Smart *Rated** Fans.
 - Focus on **Pumps, Generators and Industrial Fans**
 - Network expansion
- Current Reach is over 50,000 Retail outlets across the Country.



(Rs. In Millions)

CAGR (FY 08 – FY 12) : 22.7%





 **BAJAJ** LIGHTING
Always with you

- **Products**
 - GLS Lamps, Fluorescent Tube Lights, Compact Fluorescent Lamps, Domestic Luminaires , Ballasts & Starters, LED Torches, Miniature Lamps
- **Competitors**
 - Philips, Crompton, Surya, Wipro, Osram, Havells
- **Brand position**
 - Next to Philips in Price and Image
- **Business strategy**
 - Network expansion and focus on **Rural markets segment**
 - Aggression in organized businesses like Modern Retail formats, Govt. led power-saving initiatives and Institutional sales.
 - To increase the Retail Reach from present 4 lacs+ outlets to 5 lacs.
 - Promote products to Utilities. Motivate consumers to shift to energy saving lamps
 - Promote LEDGLOW  brand of **LED lanterns** in a big way



Industry scenario

Market Size

Rs. **36000 Mln.** (approx) and expected to grow at 10 %
CFL market **19000 Mln.**; expected growth 30%

Growth Drivers

CFL due to reduced prices and energy conservation drive at residential, commercial and government level.

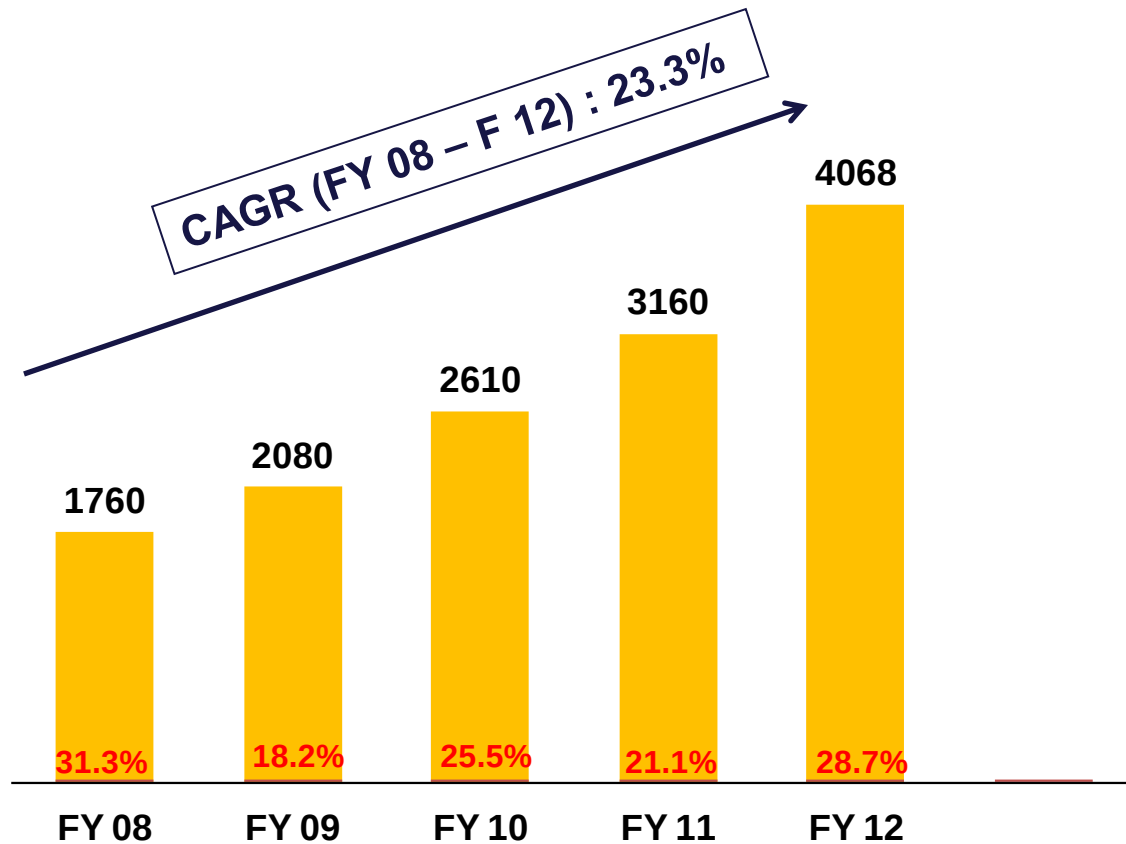
Market Share (Lighting)

Bajaj : ~8%





(Rs. In Millions)





 **BAJAJ** LUMINAIRES
Making the difference

- **Products:**

- **LUMINAIRES** : Industrial , Commercial, Decorative, Street light, Flood light, Light Emitting Diodes (LED), Lighting Electronic (LE) Lighting Control (LC) etc.
- **HID LAMPS** : Mercury & Sodium vapor lamps, Halogen lamps, Metal halide lamps and Compact Fluorescent Lamps

- **Competitors**

- Philips, Crompton, Wipro, Thorn

- **Brand position**

- Next only to Philips in Price and Image
- Market leadership in Street Lights, Flood Lights and Industrial applications



- **Major Customers:**

- **Industrial Patrons:**

TATA Group companies like TISCO, TELCO, TEC, Reliance Group of Industries, Larsen & Toubro Ltd., Aditya Birla group, Siemens, Ranbaxy, etc.

- **Government Clients:**

Airport Authority of India, Container corporation of India, State Electricity Boards, NTPC, Municipal Corporations & Councils, Naval Dockyards, BSES, HUDA, MSRDC, BEST, etc.

- **Tie-ups**

- **Trilux Lenze**, Germany for Premium Technical Lighting



- **RUUD Lighting**, US for LED lighting



- **Disano**, Italy for street light.



- **Securiton**, Switzerland for fire alarm systems



- **Delta Controls**, Canada for Access Controls & BMS



- **Business strategy**

- Focus on new segments IT/BPO/Retail/Healthcare
 - Promote products to builders / architect segment
 - Introduction of new products with LED light source, Designer street Light
 - Ensure success of IBMS, Fire alarms and Lighting Controls
 - Strengthen Trilux, Disano and Ruud lighting



Industry scenario

Domestic Market size around **Rs. 25000 Mln.**

Organized **60-65%** Un-organized 35- 40%

Presently industry is growing at around **-%**

Growth Drivers

Rapid urbanization, emerging segments like retail formats, malls showrooms, IT parks, Leisure, Hospitality, Govt. spending on infrastructure

- Market share in organized sector**

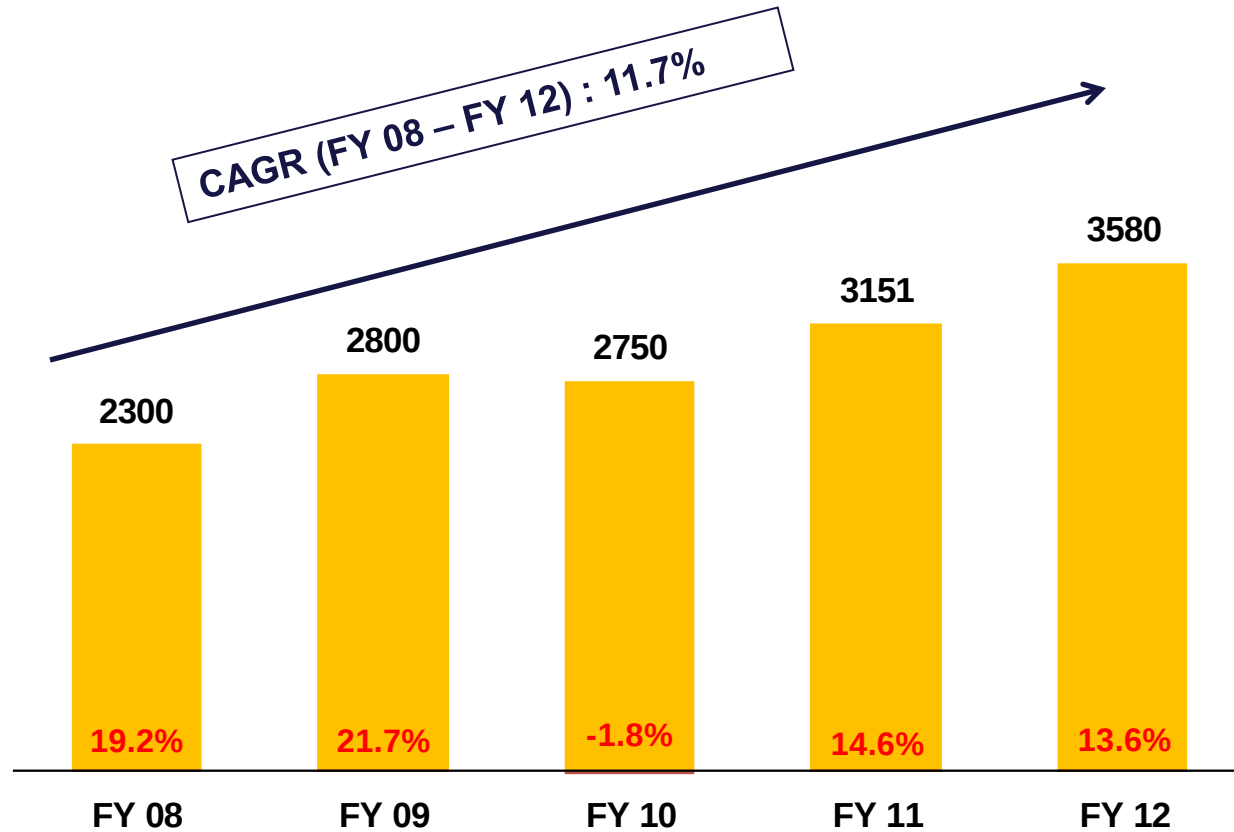
Bajaj : **~17 %**





(Rs. In Millions)

CAGR (FY 08 – FY 12) : 11.7%





BAJAJ ENGINEERING & PROJECTS

Leaders in lighting & power systems

Business of the BU is divided in to 3 Divisions

Special Projects :

Turnkey Lighting Projects, Factory lighting, Air-port Lighting, Sports Lighting, Rural Electrification Etc.



High Mast & Poles:

Design, Supply, Erection and commissioning of High-Masts ,Signages, Street Light Poles,etc.



Towers:

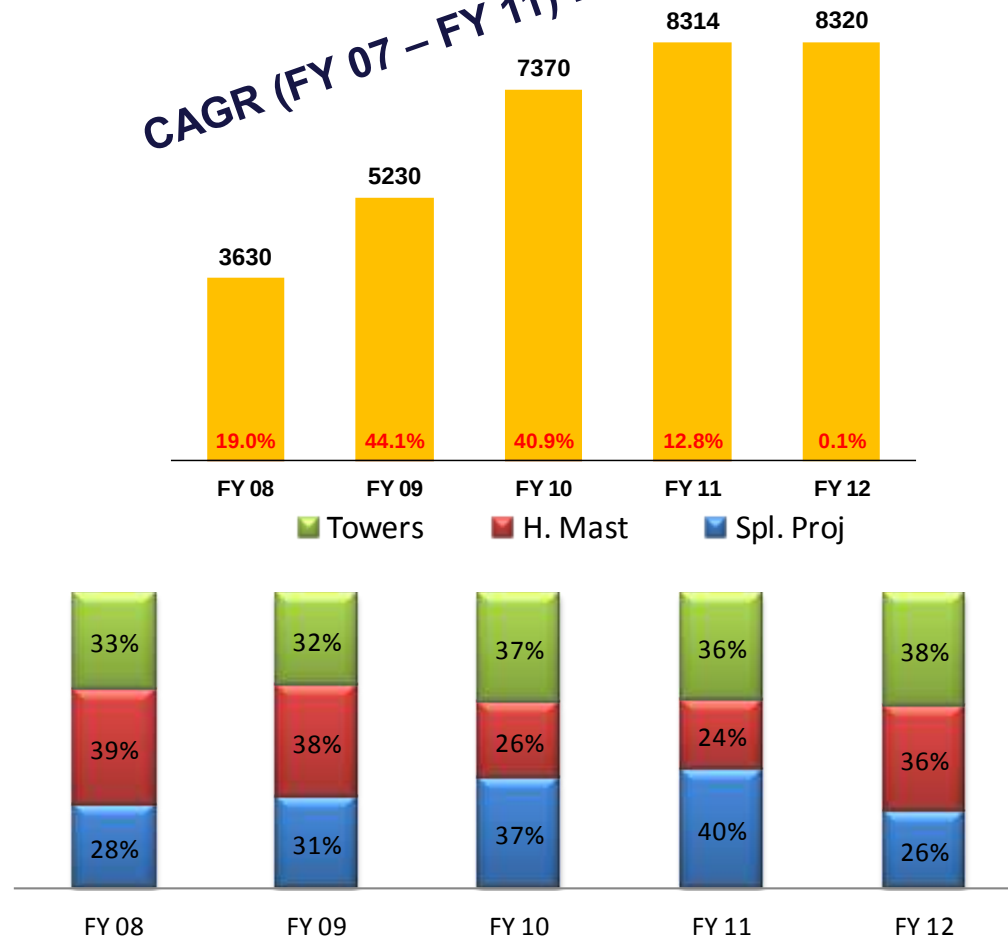
Design, Supply, Erection and commissioning of Transmission lines, and Tele communication Towers, Monopoles etc.





(Rs. In Millions)

CAGR (FY 07 – FY 11) : 23%



Infrastructure

In house facilities for

Lighting design

Civil & structural design

Electrical system design

Manufacturing facilities

- World class fabrication and galvanizing facility with latest technology for manufacturing of High mast, Poles, Towers, Monopoles, etc.
- Team of more than **250** experienced Engineers

Certified **ISO 9001** for quality systems and **ISO 14001** for Environment management system



Bajaj Electricals Ltd.
Inspiring Trust





- ❖ Annual Galvanizing capacity of 30,000 MT/PA and Fabrication capacity 20000 MT/PA at Unit I
- ❖ High Mast fabrication facility (3000 Masts/PA) at Unit II
- ❖ Located about 55 Kms from Pune
- ❖ Having Total Area of 88000 Sq.M
- ❖ TLT Fabrication facility at Chakan (12000 MT/ PA)





CNC Profile Cutting Machine



CNC Press Brake from LVD



GODREJ Make Shearing Machine



Pole Welding Machine



Welding of High Mast Section



30,000 TPA Tunnel Enclosed Batching Plant



Special Projects

Competitors

Philips, GE, Crompton, IVRCL, NCCL, ICOMN, KBL, kalpataru

Brand position

Leader in Sports Lighting Projects and Power Plant Lighting (70% by BEL),

Worked with all leading consultants

MECON, TCE, M. N. Dastur, Howe India, EIL, Design Ltd, P&D Consultants

Major Customers

NTPC, BHEL, SEBs, AAI,

Major Orders:

Power Plant Lighting: More than 20 Power plants of NTPC, BHEL, Reliance infra, BSES- Dahanu, etc.

Sports Lighting: National Games-2009 at Ranchi, balewadi –Common Wealth youth Games, Cricket Stadiums- Chennaswamy stadium- Bangalore, Green Park stadium- Kanpur, SMS stadium- Jaipur, National Games 2002- Hyderabad, National Games 2007 Guwahati,

Rural Electrification: Rajiv Gandhi Vidyutikaran Yojana (RGGVY)



Special Projects

Tie Up:

Abacus, UK for sports lighting.

Business strategy:

- Entry in to EHV Substation
- Projects under APDRP

Business Scenario:

- New power plants
- RGGVY- investment of Rs. 1200K million
- Airport Authority of India to develop 25 non metro Airports.
- Construction of IT parks /BPO / Shopping Mall
- Sports events, National & International level



Bajaj Electricals Ltd.
Inspiring Trust



High Mast & Poles

Competitors:

Philips, Crompton, BP Projects, GE, Utkal Galvaniser

Brand position:

Leader in High Mast Lighting

Major Customers:

Reliance group, Siemens, BPCL, HPCL, IOCL, NHAI, PWD, CPWD, Municipal Corporations & Councils, Port Trusts, L& T, etc.

Major Projects:

Street Light: PWD Delhi, MADCO-Nagpur, CIDCO Mumbai, NH 45 Tamilnadu, Reliance Infra- Western Express Highway, Mumbai etc

High Masts/ Area Lighting: BORL Bina - Bina refinery, Bhilai Steel Plant, REL Krishnapatanam, RIL Jamnagar,

Sinages: HPCL, BPCL, Indian Oil, Reliance etc.

Business Scenario:

Jawaharlal Nehru National Urban Renewal Mission within 7 yrs 23 cities to be transformed – Investment of Rs. 400K Million



Towers

Competitors

KEC, Kalpataru, Jyoti, L&T

Brand position

New entrant in this segment,

Major Customers:

For TLT - PGCIL, TATAs, SPIC, SEBs etc.

For TCT- GTL, Ericson, Nortel, Bharti, BSNL, Reliance

Major Projects

PGCIL - Almati, PGCIL-400 kv, Koldam, PGCIL -765 kv PK-A5, PGCIL - 765 kv PK-A7, MSETCL PK-801 A, MSETCL PK-801 B

Business Scenario:

60000 CKM transmission network to be added by 2012 – nationwide grid 760 KVA

Present capacity of power transfer to be increased from 9000 MW to 30000 MW -
Investment of Rs. 2000K Mln.

3.5 Lacs TCT by 2010 – investment of Rs. 1050K Mln.

Orders expected from Private operators investing in BOT projects



ORDERS IN HAND

As on 1st May 2012

Rs. In Million

Segment	Order Book
Towers	2985
High Mast & Pole	1299
Special Projects	1816
TOTAL	6100



Key Highlights



Nationwide distribution network with wide urban, retail and rural penetration

Strong brand positioning and wide product potfolio to drive growth

Experienced management team backed by a distinguished board

Robust and sustainable Business Strategy

Strong Financial and Governance track record alongwith proven Execution capability

Diversified Product & Business portfolio – Both Consumer facing and Industry / Infrastructure facing

Bajaj Appliances

- Tie up with Morphy Richards (UK) for manufacturing & marketing premium products in India
- Bajaj Platini introduced at the Premium end
- New Ad-campaign on “Rock star mommy” launched

Bajaj Fans

- Tie up with one of the world's leading fan manufacturers - Bajaj Midea
- Targeting kids segment by supplying specially designed fans through a tie up with Disney

Bajaj Luminaires

- Tie up with Trilux Lenze (Germany) for premium technical lighting and RUUD Lighting (US) for LED
- New Foray into IBMS , HVAC , Fire Alarms and Security systems



Bajaj Lighting

- Significant network expansion undertaken
- Significant capacity expansion in Starlite Lighting for CFLs
- Focus on Rural markets

Strong brand name created in consumer durables & lighting businesses over the last seven decades

Focusing on high growth businesses

- Engineering & Projects revenue has expanded more than 5 fold from INR 950 mn (FY04) to INR 7,370 mn (FY10). TLT, Rural Electrification have large growth potential
- Focusing on premium brands like Morphy Richards and Trilux and making them successful

Leveraging strong brand equity

- Created a strong brand name in Appliances, Fans and Lighting businesses over the last seven decades
- Continuously focusing on brand building and expanding retail network

Substantial market share

- One of India's leading players in the small appliances , fans and Lighting markets
- One of the market leaders in mixers, irons OTGs & water heaters
- Strong Distribution and presence in urban areas, rural markets and organised retail

Diversified player

- Diversified player with good presence in:
 - Consumer facing business (Appliances, Fans and Lighting)
 - Industry facing business (Luminaires)
 - Infrastructure facing business (Engineering & projects- High mast, turnkey lighting project, Transmission Line tower and Rural Electrification)



Thank you!