

L-1/1600/MGP

February 8, 2018

To,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai 400001

: Code No. 500031

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai 400051

: Symbol: BAJAJELEC – Series: EQ

Dear Sirs,

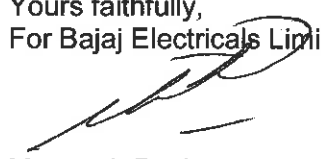
Re.: Participation in the Edelweiss India Conference 2018

Further to our letter No.L-1/1591/MGP dated February 7, 2018 and pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of presentation to be made by the Company in the '*Edelweiss India Conference 2018*' organised by Edelweiss Financial Services Limited on Friday, February 9, 2018 from 9.00 AM to 6.00 PM (IST) at Grand Hyatt, Mumbai.

We request you to take the above information in your records.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited



Mangesh Patil
EVP – Legal & Taxation and Company Secretary

Encl.: as above.



Bajaj Electricals Ltd.

Inspiring Trust

AN OVERVIEW





Disclaimer

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Our Vision:

Enhancing Quality of Life and bringing Happiness with Sustainability

Our Core Values:

Integrity, Trust, Team Work, Empowerment, Customer Delight and Innovation





Diversified Business Portfolio

Consumer Products Group

Small Appliances



Fans



Consumer Lighting

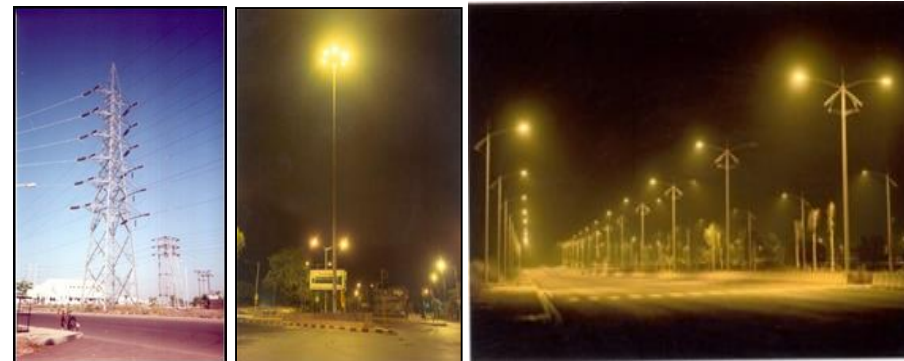


Industry and Infra facing Businesses

Luminaires

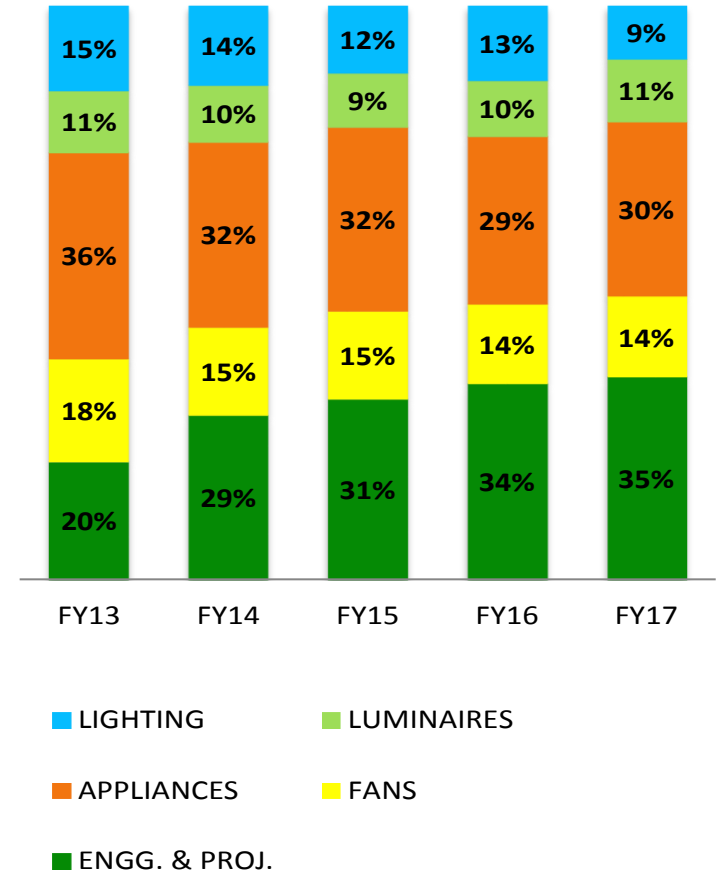
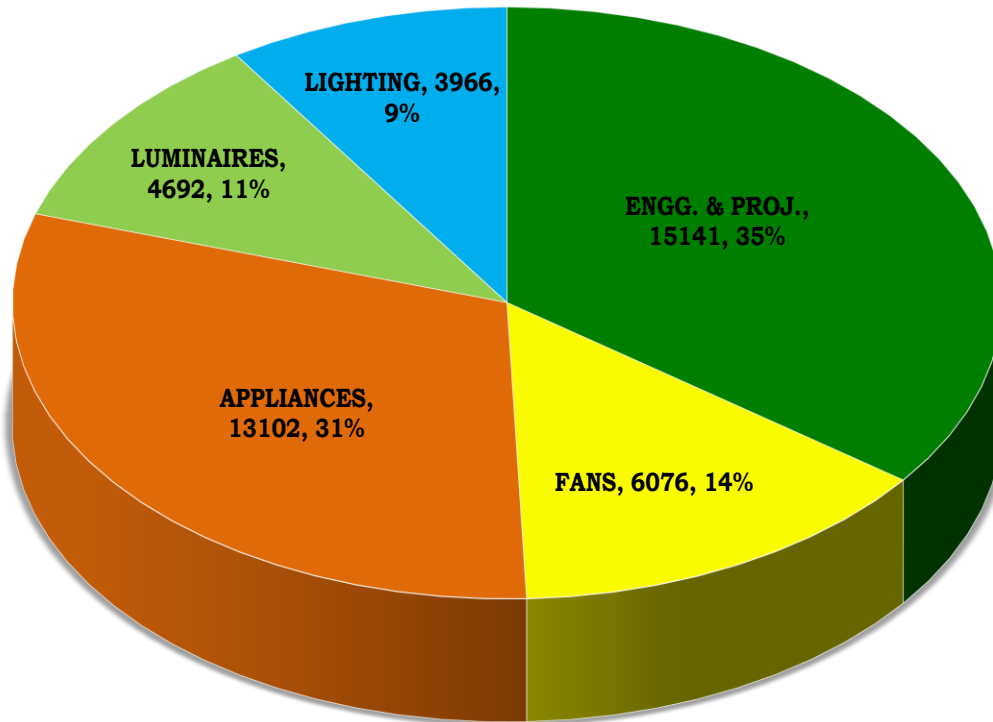


Engineering & Projects



The Company's Businesses

SBU revenue mix (FY 17)
(Rs in Million)



Consumer facing Businesses

56%

Industry & Infrastructure facing Businesses

44%

Key Strengths

Nationwide distribution network with wide urban, retail and rural penetration

Strong brand positioning and wide product portfolio to drive growth

Experienced management team backed by a distinguished board

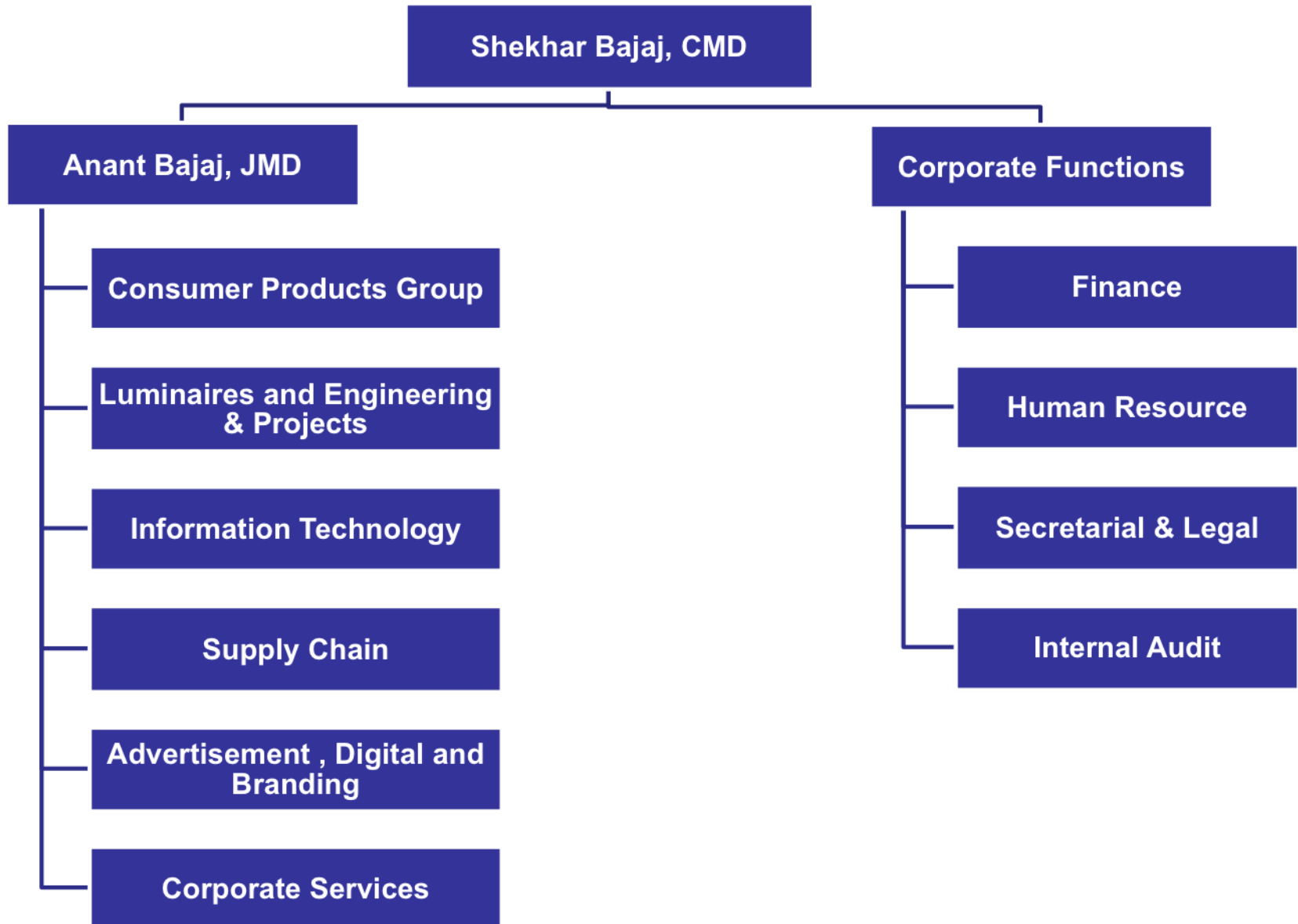
Robust and sustainable Business Strategy

Strong Financial and Governance track record along with proven Execution capability

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



Organization Structure



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
- **CFL, LED Lamps, Water Heaters:**
 - Manufactured by sister concern **Starlite Lighting Limited**, Nashik.
- **Mixers, Coolers and LED fixtures**
 - Manufacturing to start soon at **Starlite Lighting Limited**, Nashik
- **Luminaires:**
 - Sourcing from dedicated vendors situated at **Daman, Himachal**, imports from **China** and **LED luminaires manufacturing at Chakan**
- **Contract Manufacturing :** With Dedicated Vendor base with high degree of Influence on manufacturing, Costing, Product Technology, Sub Vendors nomination , Manufacturing systems and Quality processes

Evolution

2015-16

- Range Reach Expansion Program (**RREP**) and Organisational Restructuring
-

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.**
 - 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**

Range, Reach Expansion Program - (RREP)

From

- **Push sales** - *Sales driven on the basis of target and giving deals.*
- **Focus on Primary Sales**
- **Monthly Billing to the Distributors / Wholesalers**
- **Higher inventory level in the channel**
- **No conscious efforts by the channel partners to develop secondary market**
- **No tracking of secondary sales**

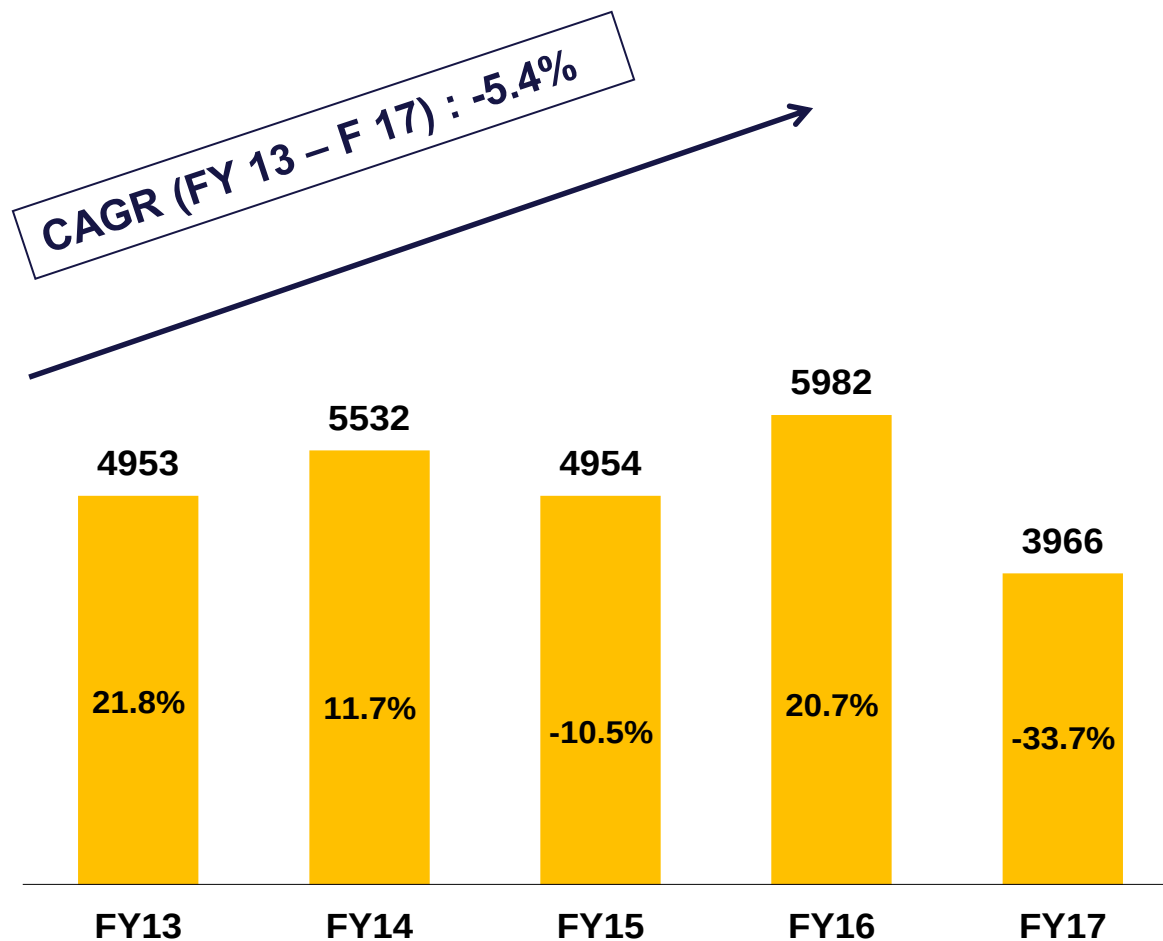
To

- **Pull Sales** - *Sales driven by improving availability and other enablers.*
- **Focus on secondary / Retail Sales**
- **Regular billing on the basis of replenishment**
- **Inventory level will be lower and faster turns of inventory**
- **Perpetual Journey in the market by Direct Sales Officers**
- **Tracking of secondary sales**

Rollout fully successful, with majority states shall be completed by Mar-18

Consumer Products - Lighting

(Rs. In Millions)



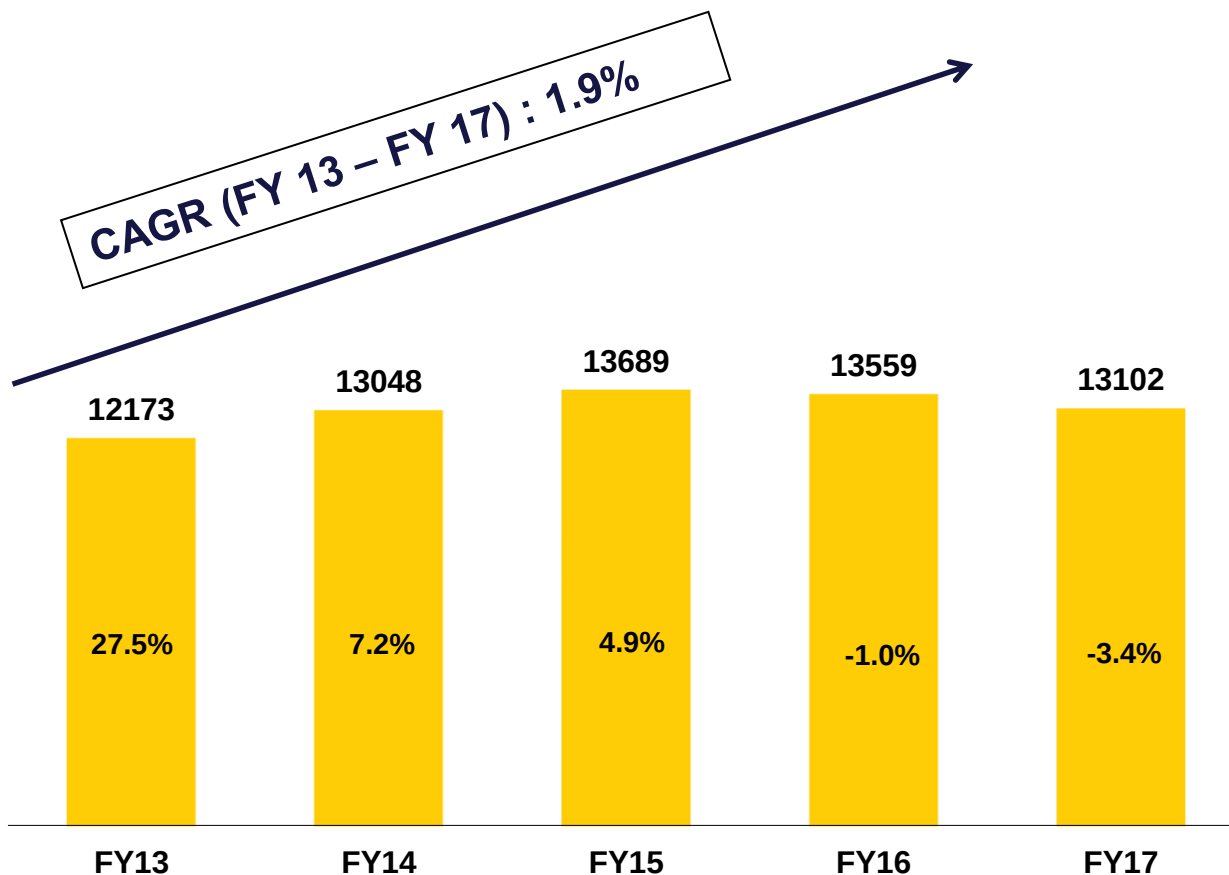
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Consumer Products - Appliances



(Rs. In Millions)



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Consumer Products - Fans

(Rs. In Millions)

CAGR (FY 13 – FY 17) : 0%

6073

6204

6547

6434

6076

11.2%

2.2%

5.5%

-1.7%

-5.6%

FY13

FY14

FY15

FY16

FY17



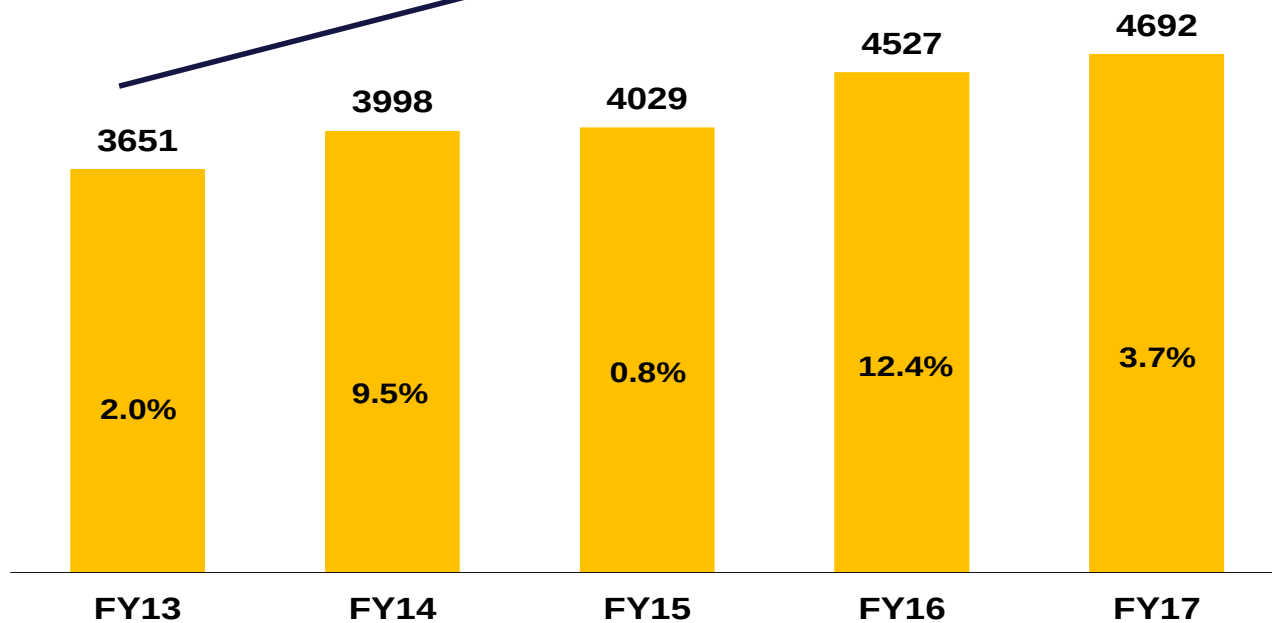
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Luminaires

(Rs. In Millions)

CAGR (FY 13 – FY 17) : 6.5%



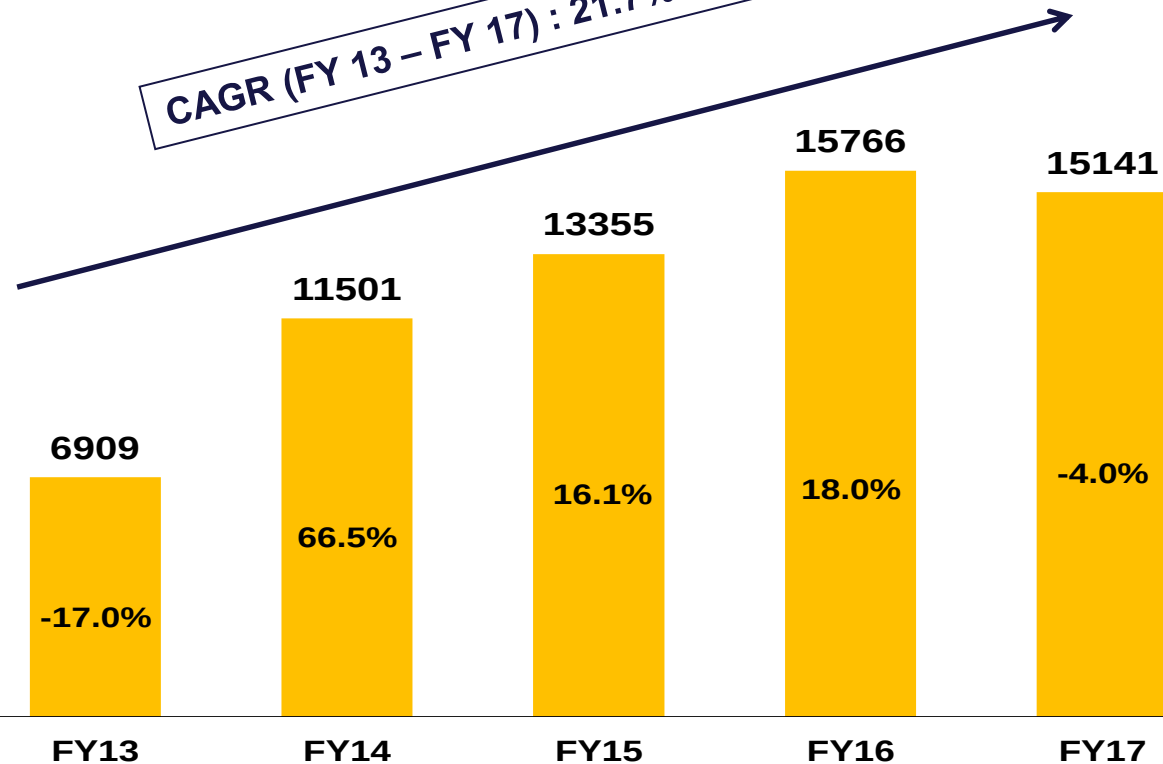
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Engineering & Projects

(Rs. In Millions)

CAGR (FY 13 – FY 17) : 21.7%



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Engineering & Projects

ORDERS IN HAND

As on 1st Feb, 2018

Rs. In Million

Segment	Order Book
Power Distribution	21352
Transmission Line Tower	7956
Illumination EPC	1415
TOTAL	30723



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FINANCIALS PERFORMANCE

(Rs. In Mln.)

Particulars	FY-13	FY-14	FY-15	FY-16	FY-17
Net Sales	33809.2	40240.4	42581.1	45902.9	42617.1
PBIDT	1108.7	818.1	890.0	2642.4	2427.6
<i>% Sales</i>	<i>3.28%</i>	<i>2.03%</i>	<i>2.09%</i>	<i>5.76%</i>	<i>5.70%</i>
Interest	689.7	783.0	1050.8	1080.8	804.4
Depreciation	144.5	247.5	290.3	273.8	298.7
Operating profit	274.4	-212.3	-451.1	1287.9	1324.5
Other Income (Net)	168.1	152.7	242.9	480.8	355.9
Exceptional Income	247.2	0.0	0.0	0.0	0.0
PBT	689.7	-59.6	-208.2	1768.7	1680.4
<i>% Sales</i>	<i>2.04%</i>	<i>-0.15%</i>	<i>-0.49%</i>	<i>3.85%</i>	<i>3.94%</i>
PAT	512.1	-53.7	-139.5	1103.5	1076.6
<i>% Sales</i>	<i>1.51%</i>	<i>-0.13%</i>	<i>-0.33%</i>	<i>2.40%</i>	<i>2.53%</i>

TOC – RREP UPDATE

- Districts covered - **440** districts – (**411** Rurban and **29** Urban)
- No. of RREP Distributors - **363** (61 distributors in Urban & 302 Distributors in Rurban)
- **9** States with 100% Rollouts done :: Maharashtra, Tamilnadu, Bihar, Haryana, Chhattisgarh, Odisha, Karnataka, West Bengal & Jharkhand
- New Roll Outs commenced in **Rajasthan, Gujarat & Uttarakhand**
- Kerala , J & K , North East and HP will be covered by **Sep-18**
- Number of Retailers mapped to Distributors > **1,30,000**

Provisional Sales figures for the month – Jan '18

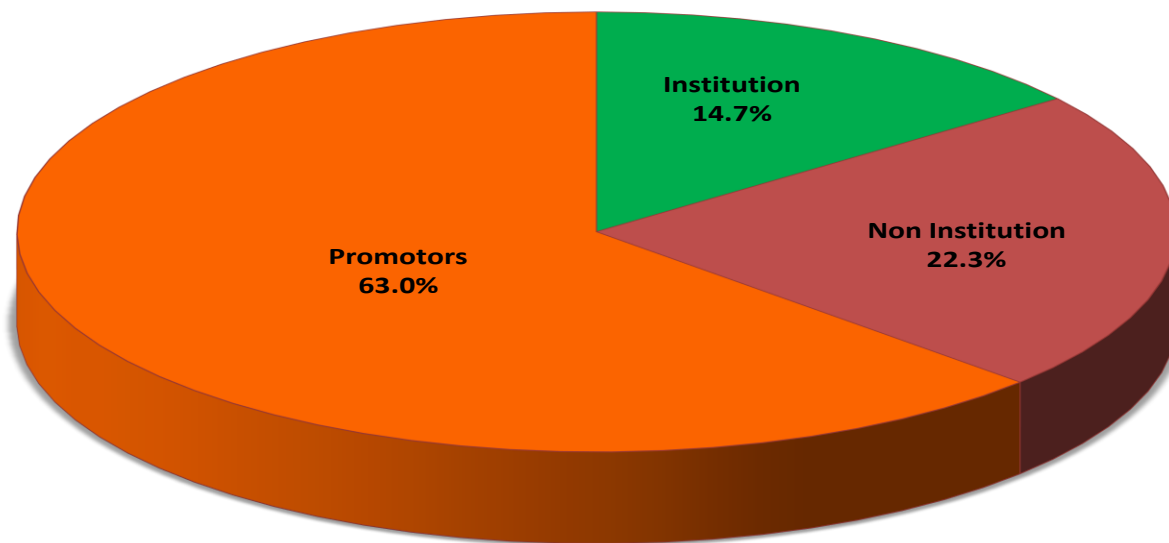
Rs. Crs			
Segment	Jan-18	Jan-17	Growth
Consumer Products	204	171	19.3%
EPC	204	172	18.6%
Total	408	343	19.0%

Post the applicability of GST with effect from 1st July 2017, sales are required to be disclosed net of GST. Accordingly the sales figures are not comparable with the previous year period.

To make it comparable Jan 18 figures need to be increased by approximately 8% - 10%.



Share Holding pattern as on December 31, 2017



Sl. No.	NAME OF THE SHAREHOLDER	as a % of total
1	CAISSE DE DEPOT ET PLACEMENT DE QUEBEC – ENAM ASSET MANAGEMENT	1.72
2	MSD INDIA FUND LTD	1.48
3	LONG TERM INDIA FUND	1.08
4	RELIANCE CAPITAL TRUSTEE CO LTD. – RELIANCE SMALL CAP FUND	1.46
5	PRINCIPAL TRUSTEE COMPANY PVT LTD. A/C PRINCIPAL MUTUAL FUND	1.07
6	UTI – FOCUSSED EQUITY FUND	1.06



Thank you!