

An Organisation Study Report of Bajaj Electricals Ltd

By

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(1CR19MBA88)

Submitted to

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In partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS STUDIES

Under Guidance of

Internal Guide

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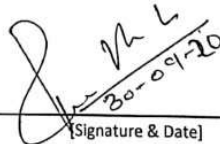

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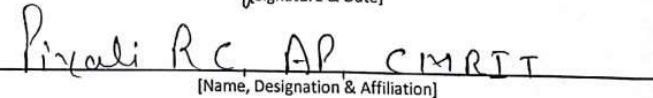
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DECLARATION

I, **Ms. Varalakshmi B V** bearing **USN 1CR19MBA88** hereby declare that the organization study conducted at **Bajaj Electricals Limited** is record of independent work carried out by me under the guidance of **Prof. Preksha Yadav** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

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EXCLUSIVE SUMMARY

Bajaj Electricals Limited (BEL), a globally renowned and trusted company, with a turnover of ₹6,744 crores (FY 18-19), is a part of "Bajaj Group". Bajaj Electricals business is spread across – Consumer Products (Appliances, Fans, Lighting), Exports, and EPC (Illumination, Transmission Towers and Power Distribution). Bajaj Electricals has 20 branch offices spread in different parts of the country besides being supported by a chain of distributors, authorised dealers, retail outlets, exclusive showrooms called ‘Bajaj World’ and approximately 500 customer care centres. We also have a presence in premium home appliances and cookware segments with brands like Morphy Richards and Nirlep.

But to know Bajaj Electricals, one must understand our core principles. We get our Gandhian set of values by our founding father - Jammalal Bajaj. While walking towards the future, our current leaders aim to carry forward his legacy. “Inspiring Trust”, our tagline, is something that we associate with and try to fulfil in our everyday endeavours. Apart from work, we also believe in bringing about a change in our society through our philanthropic work. Our Corporate Social Responsibility (CSR) division strongly rests on sustainability, gender diversity, employee volunteering and community outreach programmes.

To increase our footprint globally and in India, we have partnered with reputed brands from across the world to give you the best of services. BEL has marketing arrangements with Teleco Automation of Italy, tie-ups with CREE Lighting of USA and Securiton of Switzerland for Luminaires, Delta Controls of Canada for Integrated Building Management Systems, Gooee of USA for IOT based lighting solutions, Greystone of Canada and Magnum Energy of USA for Wired and Wireless Sensors, Disney of USA and Midea of China for Fans, and Morphy Richards of UK for Appliances. Bajaj Electricals has also invested in Starlite Lighting for manufacturing energy-saving lamps (CFL). With such a vast portfolio under our banner, we have managed to touch lives at every juncture.

AN ORGNISATION STUDY OF BAJAJ ELECTRICALS LTD

Chapter 1

INTRODUCTION ABOUT ORGANISATION & INDUSTRY



INDUSTRY	BAJAJ EQUIPMENT
Founded	July 14 1938
Head quarters	Mumbai, Maharashtra, India
Key people	Shekhar Bajaj (Chairman and MD) Anant Bajaj (Managing Director)
Products	Home Appliances, Fans, Lighting & Engineering and Products
Revenue	Rs.27.7 billion (US\$390 million) (2011)
Parent	Bajaj Group
Subsidiaries	Starlite lighting
Website	www.bajajelectricals.com

ORGANISATION PROFILE

Bajaj Electricals Limited is engaged in engineering and projects; power distribution, illumination and consumer durables businesses. The Company's business segments consist of Lighting; Consumer Durables; Engineering & Projects, and Others. The Lighting segment includes lamps, tubes and luminaries. The Consumer Durables segment includes appliances and fans. The Engineering & Projects segment includes transmission line towers, telecommunications towers, highmast, poles and special projects. The Others segment includes diecasting and wind energy. It has a range of domestic and kitchen appliances comprising water heaters, room heaters, coolers, irons, mixers, induction cookers, toasters, kettles, microwave, rice cookers, gas stoves, non-electrical kitchen aids and pressure cookers. It offers ceiling, table, pedestal, wall, fresh air and industrial fans, and lighting solutions, such as light sources, light emitting diode-based lighting products, domestic luminaires, torches and lanterns.

INDUSTRY PROFILE

Established in the year 1975, we, “Bajaj Products,” are renowned organization engaged in manufacturing and exporting a wide range of Construction Support Equipment. We are one of the largest manufacturers of this equipment in Northern India and also specialize in offering Centering & Staging Systems and some Special Machinery Parts.

We have developed a state-of-the art manufacturing units located in Delhi & Haryana (India). These units are equipped with all requisite facilities, which enables us to manufacture our range in strict compliance with the defined industry standards. Being a professionally managed organization, we are backed by highly qualified engineers, CAs & MBAs, who hold rich industry experience in the respective domain. Owing to their expertise and in-depth industry knowledge, we also give Consultancy regarding the usage and functionality of the equipment. Also, we provide Computerized Erection drawings as per the application requirements of leading Construction Companies based at Oman, Dubai, Bahrain, Emirates, Kuwait, Iraq, Saudi Arabia, Nepal, SriLanka, Philippines.

We have successfully completed various prestigious consignments and projects, for renowned companies involved in the construction of Dams, Large Industrial Establishments, Power Stations, Ports, Bridges and Flyovers. Further, we are also capable to provide credits through bill re-discounting scheme of SIDBI.

We are guided by our mentor Mr. Vivek Bajaj, who is an engineer from BIT & has also done management program in exports. Under his supervision, we have completed many pioneering jobs &

challenging projects for our clients. BAJAJ ELECTRICALS LTD is an Indian customer electrical equipment manufacturing company based in Mumbai, Maharashtra. It is a part of the Rs.380 billion (US\$5.3 billion) Bajaj Group. It diversified with interests in lighting, luminaries, appliances, fans, LPG based Generators, engineering and products.

Its main domains are lighting, consumer durable, engineering and products. Lighting includes lamps, tubes and luminaire. Consumer durable include appliances and fans. Engineering and products include transmission line towers, telecommunications towers, high-mast, poles and special projects and others include die casting, wind energy and solar energy. Some notable project includes lighting works at the commonwealth games stadium and the bandra worli sea link. It has 19 branch offices spread in different parts of the country with a chain of about 1000 distributors, 4000 authorized dealers, over 400000 retail outlets and over 282 customer care centers.

CHAPTER 2

ORGANISATION PROFILE

HISTORY

“Enhancing quality of life and bringing happiness with sustainability”

Bajaj Electricals was incorporated on 14 July 1938 as radio lamp works limited under the Indian Company Act, 1913 as a public company limited. On 1 October 1960 it was renamed to Bajaj Electrical Limited. In 1964, Matchwell Electricals (India) Limited, (Matchwell), a manufacturer of electric fans became a subsidiary of the Company and subsequently, with effect from 1 July 1984, the business and undertaking of Matchwell was amalgamated with the Company.

In the financial year 1993-1994, Bajaj Electrical entered into a joint venture with Black and Decker Corporation, US, for the manufacture and marketing of power tools, household appliances, and related accessories, through a separate company named Black & Decker Bajaj Private Limited, (Black & Decker Bajaj).

During the financial year 1999-2000 Black & Decker Bajaj became a 100% subsidiary of the Company upon the Company acquiring a further 50% of the shareholding thereof from Black & Decker Corporation, after which Black & Decker Bajaj was renamed as Bajaj Ventures Limited. However, in the financial year 2002-2003, the Company divested 50% of its shareholding in Bajaj Ventures Limited and Bajaj Ventures Limited ceased to be a subsidiary of the Company. In January 1998, the Company established a new manufacturing unit at Chakan near Pune and commenced operations of

manufacturing of fans and die-cast components. The production of fans at the manufacturing activities of the Matchwell unit also was gradually shifted to the Chakan unit. In September 1999, Bajaj established and commissioned a wind energy generation unit with an installed capacity of 2.8 mega watts in the village of Vankusawade in Satara, Maharashtra. The facility continues to run profitably till date.

In the year 2000-2001 the Company set-up manufacturing facilities including a fabrication unit and a galvanising plant at Ranjangaon, near Pune for the manufacture of high masts, lattice towers, and related products, and the said manufacturing facilities commenced commercial production with effect from 1 April 2001.

In November 2002, the company entered into a technical collaboration and brand licensing agreement with Morphy Richards, United Kingdom, for the sales and marketing of electrical appliances under the brand name of "Morphy Richards" in India.

In the year 2005 the company entered into a distribution agreement with Trilux Lenze of Germany for high end technical lighting.

In the year 2007, the company acquired 32% of the share capital of Starlite Lighting Limited, a company engaged in the manufacture of Compact Fluorescent Lamps ("CFLs").

In 2012-2013, they have completely divested the stake and association with Black and Decker Corporation, USA.

In 2015 Bajaj Electrical appointed On Ads Communications as their sole creative partner.

To increase our footprint globally and in India, we have partnered with reputed brands from across the world to give you the best of services. BEL has marketing arrangements with Teleco Automation of Italy, tie-ups with CREE Lighting of USA and Securiton of Switzerland for Luminaires, Delta Controls of Canada for Integrated Building Management Systems, Gooee of USA for IOT based lighting solutions, Greystone of Canada and Magnum Energy of USA for Wired and Wireless Sensors, Disney of USA and Midea of China for Fans, and Morphy Richards of UK for Appliances. Bajaj Electricals has also invested in Starlite Lighting for manufacturing energy-saving lamps (CFL). With such a vast portfolio under our banner, we have managed to touch lives at every juncture.

i. COMPANY BACKGROUND

BAJAJ ELECTRICALS

Industry Name	Domestic Appliances
House Name	Bajaj Group
Collaborative Country Name	N.A
Joint sector Name	N.A
Year of incorporation	1938
Year of commercial production	N.A

REGD. OFFICE

Address	45/47, Veer Nariman road,,N.A
District	Mumbai
State	Maharashtra
Pin code	400001
Tel. No.	022-61107800, 022-61497000
Fax No.	022-22851279, 022-22852179
Email	legal@bajajelectricals.com
Internet	http://www.bajajelectricals.com
Auditors	S R B C & Co. LLP
Company status	N.A

REGISTRARS

Name	Link Intime India Pvt. Ltd.
Address	C 101, 247 park, L.B.S. Marg, Vikhroli(west), Maharashtra
Tel. No.	022-49186270, 49186200
Email	N.A
Fax No.	022-49186060
Internet	http://www.linkintime.co.in

ii. NATURE OF BUSINESS

Bajaj Electricals is definitely a powerhouse in the EPC segment with years of experience and expertise in execution of projects. The portfolio under the EPC segment of Bajaj covers everything under the spectrum of power transmission, distribution and illumination. A leader in its own right, this business unit has a substantial amount of market share.

The areas of operation include EHV transmission line projects, EHV substations, monopoles for transmission and distribution, rural electrification projects, RAPDRP, feeder separation, lift irrigation projects, underground power cabling, HV substations, high mast and street lighting, sports lighting,

power plant lighting, specialized illumination projects and electrification projects on total turnkey basis.

iii. VISION, MISSION AND QUALITY POLICY

MISSION

- **Integrity:** Having complete integrity alignment in what we feel, what we speak and what we do, thereby demonstrating honesty and having strong moral principles. Having firm belief in the reliability, truth and ability of all stakeholders and company processes.
- **Team work:** Believing in ‘one for all and all for one’ thereby working together to exceed our expectations in achieving organizational objectives.
- **Empowerment:** Creating conditions and enabling people to take responsibility for enhanced contribution towards personal and organizational objectives.
- **Customer delight:** proactively anticipating internal and external customer needs and relentlessly working towards exceeding their expectations.
- **Innovation:** To continuously explore, develop, create and implement new technology, processes, ideas and products.

VISIOIN:



“Enhancing quality of life and bringing happiness with Sustainability”

Our vision has always been to be the leader in the industry and a consumer’s original choice. We strive to fulfil this everyday by being open to change and constantly improving ourselves. We, at Bajaj Electricals, also believe in enhancing the quality of life of our customers, stakeholders and of course our employees through everything that we do. We also understand the significance of sustainable growth, and hence endeavour to be a responsible company. Our core business strategy has

sustainability embedded into it right from the beginning. We believe in giving back to the community and are attuned to the importance of being socially and environmentally conscious in all that we do.



Having complete integrity alignment in what we feel, what we speak and what we do, thereby demonstrating honesty and having strong moral principles.



Believing in 'One for all and all for One' thereby working together to exceed our expectations in achieving organisational objectives.



Creating conditions and enabling people to take responsibility for enhanced contribution towards personal and organisational objectives.



Proactively anticipating internal and external customer needs and relentlessly working towards exceeding their expectations.



To continuously explore, develop, create and implement new technology, processes, ideas and products.



Having firm belief in the reliability, truth and ability of all associates and company processes.

BAJAJ ELECTRICALS LIMITED (BEL) QUALITY POLICY ON CORPORATE SOCIAL RESPONSIBILITY:

BEL's Values

BEL endeavors to act as a responsible corporate citizen at all times and across the value chain. BEL conducts its business with integrity, honesty and with a commitment to a profitable and sustainable growth.

BEL believes that respecting and engaging with stakeholders is of paramount importance to build a sustainable business. BEL will continue to work with all the stakeholders viz. customers, shareholders and investors, suppliers, employees and communities in an accountable and transparent manner and make its best efforts to deliver environmental-economic-social value.

Ethical Business Practices

Customers

BEL strives to develop and provide innovative, safe, resource-efficient and high quality products. BEL will continue to provide effective after sales support. BEL will also endeavor to communicate to the customers on the safety, responsible usage and disposal of its products. BEL is committed to adopt good corporate governance practices in all its dealings across all functions and processes in every business. This is further articulated in BEL's Code of Business Conduct and Ethics that is applicable to all its employees and the members of the Board of Directors BEL will endeavor to protect the personal information of customers, business partners and other stakeholders, in accordance with the prevalent privacy laws.

Shareholders and Investors

BEL will continue to strive to enhance shareholder value while achieving a stable and long term growth. BEL will adhere to transparency in disclosure of financial and other relevant information, protection of minority shareholders interest and adopt good governance practices.

Suppliers

BEL aims to build long-term relationships with its suppliers by conducting fair business practices, encourage and support small, local and specialist producers. BEL will maintain fair and free competition in accordance with the country's prevailing competition laws.

BEL will communicate its responsible sourcing expectations to the suppliers in the areas of health, safety, employee & worker welfare and sustainable environmental practices.

Employees

BEL believes in providing equal employment opportunities across all categories of employees and seeks to actively address the issues of gender and inclusion. BEL remunerates its employees fairly in accordance with their skills, performance and also provides opportunities for career advancement. BEL makes best efforts to uphold human rights principles laid down by the UN Declaration and the applicable International Labour Organisation conventions concerning worker's rights.

Community

BEL will continue to actively engage with communities to generate shared value and contribute to the inclusive growth wherever it does business. BEL will comply with all applicable legal and other requirements relating to its community spends.

BEL will strive to support the creation of educated and healthy communities with the involvement of stakeholders by undertaking programs for development of vocational skills, environment sustainability, capacity building, protection of national heritage, art and culture, preventive healthcare, women's empowerment and livelihood enhancement projects .

Environment

BEL aims to achieve profitable growth in harmony with the environment. BEL will continue to follow high standards of efficiency, quality and safety in its manufacturing processes and technologies. BEL will strive to attain optimal resource use over the product life cycle.

BEL will promote judicious use of natural resources through recycling/reuse and material waste management. BEL will strive to minimize adverse environmental and social impacts from its business operations. It is also committed to continual performance improvement and encourages the same across its supply chains.

Public Policy

BEL will always advocate public policies that are conducive in achieving its mission to bring greater happiness to its customers and enhance stakeholder value.

BEL will advocate its position on specific issues, as may be determined by its Board of Directors, and the same shall be voiced through appropriate trade and industry chambers and associations.

Policy Performance

BEL will endeavor to implement various facets of this policy through adequate capacity building of relevant stakeholders, implementing various programmes by itself or in collaboration with

organizations having domain expertise. BEL will conduct audits at regular intervals to ensure conformity to the same.

BEL shall deploy policy linked programs through allocating resources and assigning responsibilities, setting performance targets, and appropriate monitoring mechanisms.

BEL shall implement community programs/projects/activities as approved by the CSR committee in project mode through its own team or partnering with registered trust/society/ company. This shall be done post evaluation of CSR proposals and track records of the implementing partner organization(s). CSR activities shall be deployed in project mode viz. baseline survey, programs objectives, implementation schedules, responsibilities and authorities, monitoring process, measurable outcomes & reporting and payment terms. An Agreement/MoU shall be signed with the implementing partner to such effect to protect the interest of BEL.

4 Pillars CSR

At Bajaj Electricals Limited, our Corporate Social Responsibility programs are focused towards environmental sustainability, education, health, arts & culture and community development initiatives, through both direct implementation as well as via NGO partners, while ensuring participative, engaging employee volunteering within these focus areas. This commitment is balanced on four pillars, namely sustainability, diversity and inclusion, employee volunteering and community initiatives.



Diversity and inclusion are embedded in the very culture of the organisation. We strive to inculcate a high performing inclusive environment and commitment to attract and retain capable talent while respecting the diversity.



EMPLOYEE VOLUNTEERING

Employees engage and drive the volunteering programmes of the company through collective social responsibility and strong individual commitment. We believe in giving back to the community and that is seen in all employees of our Bajaj family.



COMMUNITY INITIATIVES

The community initiatives are undertaken to address to certain social and environmental challenges, which are directed towards benefitting community at large. At BEL, we see this as an integral part of our social and individual responsibility.



We, at Bajaj, ensure that our long-term business goals are aligned with sustainable development without compromising on the economic, environmental and social factors. Sustainability is always integrated in our strategies, as it is a vital part of how we perceive ourselves as an organisation.

iv. BUSINESS MODEL

MARKETING STRATEGY

- **Marketing Strategy of Bajaj Electricals**

The world-renowned & trusted company, Bajaj Electricals Limited (BEL) with a presence in more than 20 countries globally is a part of the “Bajaj Group”. The company’s business is spread across – Luminaires, Exports, consumer products (Appliances, Fans, Lighting) and EPC (Illumination, Transmission Towers, and Power distribution Apart from the low-end segment products the company has a presence in the Hi-End range of appliances also under the brand name of Platini and Morphy Richards.

- **Segmentation, targeting, positioning**

Since the company is operating in a large number of products categories so clearly defining the population characteristics will help Company to align its strategy for customer acquisition. Bajaj Electricals uses a mix of demographic and psychographic segmentations strategies. In order to serve the customers with its offerings meant for the particular segment, it uses differentiated targeting strategy. It has positioned itself as a company offering all sorts of white consumer goods, durables

products under one brand and at the same time connect with youth, since India has 65% of the population under the age of 35 years.

- **Competitive advantage of the Marketing strategy**

Renowned Brand- The Company comes under umbrella brand structure of Bajaj Group, a conglomerate with more than 75 years of existence and which have a presence in diverse businesses such as automobile, insurance, financial services and ancillary businesses. Bajaj Electrical is one of the 25 companies that Bajaj Group operates into with more than 36000 employees. Broad product portfolio: Having a presence in large product categories is helping the company is offering a bouquet of products & services to the customers thereby optimising the customer acquisition cost and increasing the product linkages with customers.

- **BCG Matrix in the Marketing strategy**

In order to offer a full range of products and related services to customers, the company has been offering products under Strategic Business units (SBU's) such as Engineering Procurement & construction (EPC), Luminaries, Exports and Consumer Goods.

Further, EPC deals in Power transmission, Power distribution, and Illumination; Luminaries deals in businesses such as LED, Integrated building management system; Exports business deals in B2B and B2c segments while consumer goods business deals in kitchen & home appliances.

All the business segments/ SBU's in which Bajaj Electricals operate into are Stars in the BCG matrix.

- **Distribution strategy in the Marketing strategy**

The Company has been expanding its touch points through Range & Reach Expansion Programme (RREP) in new geographies across the country along with the Retailers Bonding Programme is helping the Company in expanding its topline products to new markets.

It distributes its products & services through a mix of channels depending on the business segment like for power distribution it uses government build network or self-developed distribution network, for other business like consumer goods, illumination and export-import business it uses channels of distributions like distributors, resellers, e-commerce sites, wholesalers and company own sales team.

The Company has increased its service centers to 418 in 298 cities in order to make it more convenient for the customers to resolve their issues in a speedy manner.

- **Brand equity in the Marketing strategy**

The company has bagged many award and accolades over the years in the field of IT technology, advertising, Consumer care, Luminaries and power distribution such as Innovative CIO Award 2016 from Bitstream India and many others. Also, the company has been part of various sponsorships programs such as Pro-Kabaddi league, Pro-badminton league, Wimbledon Championship-2016, Rio Olympics-2016 and even through partnerships like Kala Ghoda in February 2017 which is India's largest Art & Cultural Festival.

The brand has been valued at Rs. 3171 crores as of March 2017 ([market](#) capitalization value method) generating revenue of Rs. 4334 crores.

- **Competitive analysis of the Marketing strategy**

Factors such as unsold inventory, pricing pressures, increasing bargaining power of the customers as well as suppliers, competition from the unorganized sector are some of the factors affecting the company's performance.

It competes with companies across the business segments it operates into by maintaining high-quality standards and making its products & services available in the remotest areas of the market. Some of the competitors of Bajaj Electricals are crompton Havells, greaves, philips, 3M, samsung and others electrical companies.

- **Market analysis of the Marketing strategy**

Young population of India supported by the digital push by the government along with penetration to the distant areas of the country, these are driving factors for the companies operating the electronics and power distribution business. The Factor such as counterfeit Products, the short life cycle of technological products, labour cost, increasing pressure from the unorganized sector, and shrinking margin are some of the factors affecting companies operating in this market to which Bajaj Electricals is not an exception.

- **Customer analysis in the Marketing strategy**

The company has strong Customer relationship management system to understand the changing needs of the different customer groups. The company serves the B2B customers such as government organizations, Corporate and other institutions while in the retail segment its caters customers in the age group of 20-45 years who are from middle-income group social class.

Bajaj Electricals Marketing Mix (4Ps) Strategy

Marketing Mix of Bajaj Electricals analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Bajaj Electricals marketing strategy. As of 2020, there are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow. Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies. This article elaborates the product, pricing, advertising & distribution strategies used by Bajaj Electricals.

➤ Bajaj Electricals Product Strategy

The product strategy and mix in Bajaj Electricals marketing strategy can be explained as follows:

Bajaj Electricals is a leading brand name in electrical equipment and appliances in India. The products of Bajaj Electricals mainly cater to the domains of luminaries, consumer products, engineering procurement and construction (EPC) and exports. The luminaries mainly target the segments like industry, cityscape, commercials and infrastructure with its products like LED, accessories and light sources. The consumer products of Bajaj Electricals include various appliances in food preparation, home comforts and essentials which includes iron box, fans, induction and electrical cookers, pans, room coolers and water heaters etc. For EPC projects the company is involved in illuminations, power transmissions and power distribution on larger scale. This shows the strong product portfolio in its marketing mix, which is relevant to consumers as well as enterprises.

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➤ **Bajaj Electricals Price/Pricing Strategy**

Below is the pricing strategy in Bajaj Electricals marketing strategy:

Bajaj Electricals has adopted distinctive pricing strategy for each of its product segments which include the household appliances on one end and the large scale projects on the other segment. The consumer products indeed have a competitive pricing strategy in its marketing mix to get the required market share in terms of rising competition among rivals. However the Bajaj Electricals brand also offers discount and other incentives in terms of service for attracting larger customer base. It has also some of the products sold at premium price based on the value offerings it provides to the consumer base. The products of Bajaj Electricals focus more in providing quality products and gives lower importance towards earning more margin. This has clearly helped the brand to gain a trustworthy image among the consumers.

➤ **Bajaj Electricals Place & Distribution Strategy**

Following is the distribution strategy of Bajaj Electricals:

Bajaj Electricals has a well-established manufacturing plant in Maharashtra near Pune which has world class facilities involved in production of different electrical products. Bajaj Electricals has established seamless distribution system enabling its consumer and electrical appliances to reach different parts of the country. There is a strong dealership network which provides a clear strategy to make its products more accessible to consumers. They act as intermediaries or direct selling point for making the products available to consumers. Bajaj Electricals appliances have a considerable demand in both rural and urban area in comparison. It has established showrooms and retail outlets which has provided greater visibility for the products compared to its competitors. Warehouses across different regions also facilitate storage of the products and reach the outlets in shorter duration. Service centres have been established across various places to enable quick and efficient services thereby enabling better consumer experience. Currently online platform has also been utilized by Bajaj Electricals .

• **Bajaj Electricals Promotion & Advertising Strategy**

The promotional and advertising strategy in the Bajaj Electricals marketing strategy is as follows:

Bajaj Electricals relies heavily on the traditional means of promotional campaigns like television media and print advertisement for bringing awareness among the masses. The campaign of ‘Hamara Bajaj’

is still relevant for the products in electrical consumer goods. There has been changes in the promotion being carried out, however the core values and principle have remained the same over years. Taking cue from modern methods of promotion using social media platform and online it has been trying to connect with younger mass. There has been lot of promotion in terms of announcing seasonal discounts and offers through such media. The brand Bajaj has become quite synonymous with the household and this has helped in designing and communicating the product in promotional campaign. Hence, this gives an insight in the marketing mix of Bajaj Electrical.

V.PROOUCT/ SERVICE PROFILE

CONSUMER PRODUCTS



TOP UP TOASTERS



PANS & TAVAS



ELECTRIC KETTLE



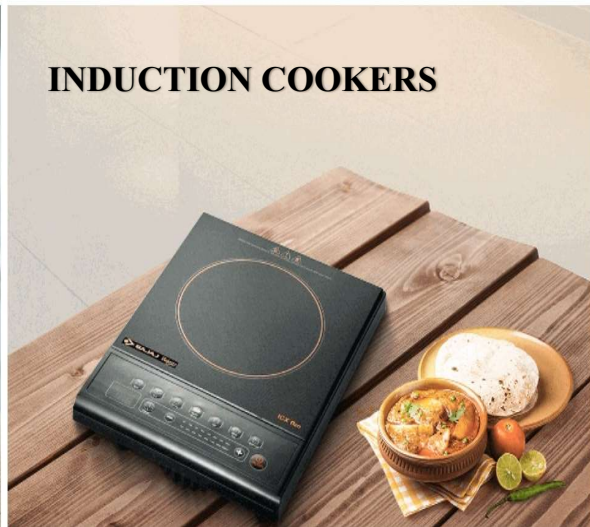
MICROWAVE OVEN



JUICERS



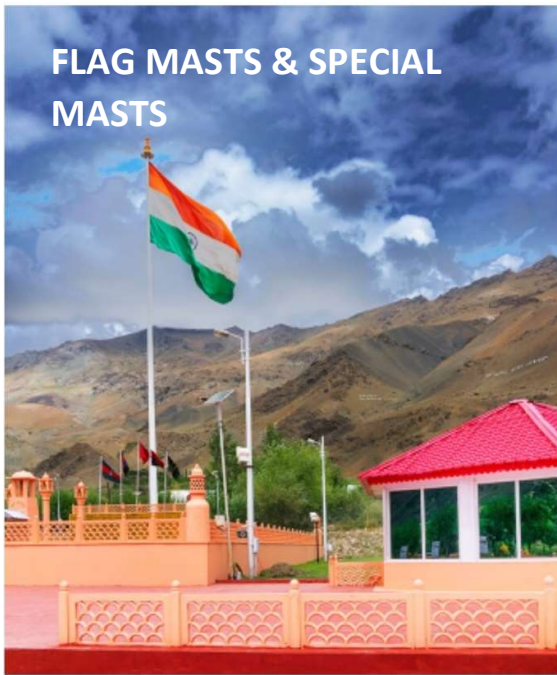
INDUCTION COOKERS



Indore solutions



- **Outdoor solutions**



- **SOLAR ENERGY SOLUTIONS**



EXPORTS

The smallest BU with the largest market place is what the Exports Division at Bajaj Electricals is all about. The company, synonymous with quality products in India, is growing the seed of a dream to build a brand presence across the globe with a host of products both for Consumers and in Projects.

Bajaj Electricals has already made its presence felt in Sri Lanka, Bangladesh, Singapore, Myanmar, Mauritius, Nigeria, Ethiopia, Uganda, Ghana, Tanzania, Madagascar, Kenya, Egypt, UAE, Oman, Bahrain, Iraq and Jordan among other countries. The Company has its first branch office in Dubai to cater specifically to UAE, Middle East and North Africa markets. The BU also plans to expand with branch offices in other countries as well.

Bajaj Electricals takes pride in participating in various exhibitions like Dhaka International Trade Fair (DITF) in Bangladesh, the FIEE Exhibition in Sao Paulo, Brazil, as well as conducting Dealer Meets in Sri Lanka, besides participating in B2B Exhibitions in Ghana, Kenya, Dubai and Abu Dhabi.

BEL values different cultures and prides itself on understanding the diverse requirements of the client or the consumer. The company comes with a legacy of experience and expertise, and is looking to unlock opportunities globally. This BU of BEL has been granted the status of One Star Export House.

Countries we export :

Ghana	Ethiopia	UAE	Jordan
Oman	Sri Lanka	Kenya	Myanmar
Nigeria	Uganda	Tanzania	Zambia
Mozambique	Bangladesh	Togo	Kuwait
Egypt	Saudi Arabia	Madagascar	Qatar
Mauritius	Malaysia	Yemen	Senegal
Sudan	Bahrain	Iraq	Gambia
Maldives	Indonesia	Singapore	Guinea Bissa

Service And Support

For any service related queries or complaints, please call us at: 022 - 4128 0000 (9.00 AM To 6.00 PM) If for any reasons, you are not able to register your queries / complaints, please email us at: consumercare@bajajelectricals.com

Service Charges for Bajaj Electricals/Morphy Richards Products which are out of warranty.

Product Group	Product Type	Charge at service center	Charge at customer /Dealer place
Cookers	Food steamer, Rice cooker	100	200
Irons	Dry / steam irons		
Kettles	Electric kettle, Tea maker		
Mixer	Chopper, Citrus juicers, Hand blender, Hand mixer, Juice extractor, mixer grinder		
Water heaters	Immersion heater		
Coffee makers	Coffee maker	150	250
DVD players	DVD player		
Fans	All types of fans		
Gas stoves	Cook top, Gas stove		
Induction cookers	Induction / Radiant cookers		
mixers	Food processors, wet grinders		
Room heaters	Oil Filled Radiator(OFR), Carbon, Halogen, Fan heater		
Toasters	Pop-up toasters, sandwich toasters		
UPS	Home Lite, Stabilizers		
Vacuum cleaners	Vacuum cleaner		
Water heaters	Instant geyser		

Air Circulators	Industrial/ Pedestal / Table/ wall Fan	250	350
Coolers	Desert, Double Blower, Personal, single blower		
Gas stoves	Cooker Hood, Gas hob		
Industrial Exhaust fans	Industrial Fan		
Microwave Oven	Microwave Oven		
OTG	Big / Small OTG		

Installation Charges for Bajaj Electrical Chimneys.

Product code	Cooker Hood Models	Suggested Charges for Standard Installations
450029	HX1	300
450070	HX7 SS BF	400
450098	HX8 BF	500
450037	HX12	500
450101	HX15	500
450130	HX17 Auto Clean PC	500
450131	HX18 Auto Clean SS	500

Notes on Installation :

- Warranty valid only if the Installation is carried out by company appointed Service centres
- Installation Charges are subject to change without any prior notice
- Customers to arrange on their own Plumbing/Electrical/Carpentry works if any
- Hose Pipe charges shall be charged extra
- 50% of Charges to be paid by the customers at the time of site inspection and the balance to be paid after the installation
- The Service Centre shall attend outstation installations as per mutual understanding of local conveyance decided between the parties

vi. Ownership Pattern

The Shareholding Pattern page of Bajaj Electricals Ltd. presents the Promoter's holding, FII's holding, DII's Holding, and Share holding by general public etc.

Holder's Name	No of Shares	% Share Holding
Promoters	71870858	63.17%
Foreign Institutions	10456884	9.19%
N Banks Mutual Funds	12999314	11.43%
Others	4727733	4.16%
General Public	11648391	10.24%
Financial Institutions	2064534	1.81%
No Of Shares	113767714	100%

Founding Fathers



Jammalal Bajaj was the founding father of the Bajaj Group. He adopted 'fifth' son of Mahatma Gandhi, and the 'merchant prince' who held the wealth he created in trust for the people of his country. Trust - a simple word that contains a whole philosophy handed down by Jammalal Bajaj to his successors. He valued honesty over profit, actions over words and common good over individual gain.



Kamalnayan Bajaj, elder son of Jammalal Bajaj, followed the footsteps of his illustrious father and consolidated the Bajaj foundation. With characteristic foresight and pragmatic vision, he launched a steady diversification programme which gave the current name "Bajaj" both its shape and size. His unique management style created a work culture that matched well with the national spirit he had inherited.



Ramkrishna Bajaj took over the reins of the "Bajaj group" in 1972 after Kamalnayan Bajaj had steered the Group from strength to strength for over 22 years. He had also actively participated in the freedom struggle of the country. In post independent India, he had led the youth movement. All along, he actively strengthened the foundations of business through ethics and practices both within the group and amongst the business community as well.



Shekhar Bajaj, Chairman & Managing Director of Bajaj Electricals Ltd., started his career with Bajaj Sevashram after which he worked at Bajaj International, the group's export company. Mr. Shekhar Bajaj joined Bajaj Electricals in 1980, became the Managing Director in 1987 and took over as the Chairman and Managing Director in 1994. Mr. Bajaj is the Chairman of Bajaj Group companies Bajaj International and Hercules Hoist Pvt. Ltd. and on the Board of Directors of Bajaj Auto and IDBI Bank. He was past President of ASSOCHAM, Indian Merchants Chamber (IMC) and Council for Fair Business Practices (CFBP).



Mr. Anant Bajaj was the Managing Director of Bajaj Electricals Limited from June to August, 2018.

He started his career in Bajaj Electricals as a Project Coordinator in the year 1999, where he was responsible for setting up Rs. 450mn High Mast Manufacturing and Galvanizing Plant for the Company at Ranjangaon, near Pune. As an acknowledgement of his growing understanding of the intricacies of managerial duties, he was appointed as the General Manager, Special Assignments, in 2005. Under his leadership, the exports arm, Bajaj International Pvt. Ltd. made successful forays into businesses as diverse as IT and Solar products. In February 2006, Mr. Bajaj was appointed to the Board of Bajaj Electricals Ltd. as Executive Director, later appointed as the Joint Managing Director on April 01, 2012.

Mr. Anant Bajaj was the driving force behind integrating some of the important initiatives in the company, such as implementation and rollout of Theory of Constraints (TOC) and Range Reach Expansion Program (RREP). This has led to maximum distribution & outreach for the organisation.

Because of this program, the organisation services 1.6 lakh retail counters across 440 districts every week.

He was also responsible for setting up the R&D centre 'AB Square' that focuses on utilising cutting-edge technologies to create next-generation appliances. He also got the entire organisation on board with IoT analytics – a move that he believed will drive product development and create better offerings. In the year 2014, he initiated 'Project Evolve' to enhance the customer experience in the B2B and B2C segment. In addition, he had played a vital role in company's strong connects with the youth demographic of the nation by partnering with some of the top youth-centric events across India. He was also on the Board of Director of Hind Lamps Ltd. and Starlite.

Board of Directors

Name	Designation
Shekhar Bajaj	Chairman & Managing Director
Madhur Bajaj	Non Executive Director
Pooja Bajaj	Non Executive Director
Indu Shahani	Independent Director
Rajendra Prasad Singh	Independent Director
Shailesh Haribhakti	Addnl. & Ind.Director
Anuj Poddar	Executive Director
Rajiv Bajaj	Non Executive Director
Harsh Vardhan Goenka	Independent Director
Munish Khetrapal	Independent Director
Siddharth Mehta	Independent Director

vii. Achievements / awards

IT:



Chatbot implementation for Consumer Care.



Manufacturing Icon.



Thought leader for re-imaging manufacturing.



from Indian Express Group in Category 'Enterprise Mobility'.

Advertising:



won by South India Mixer Grinder Ad



for #Magicoflight Film campaign.

Consumer Products :



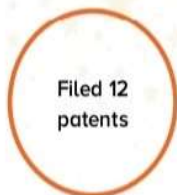
ranked by leading Architects & Designers.



R&D:



Photometry Lab at ABSQ received



EPC:

Illumination:



at Growth Market OEM Conference organised by SIGNIFY at Shanghai (China).

TLT:



in Safety (Transmission Line) Category from Power Grid Corporation of India Ltd.

viii. Future growth and prospects

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 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 Fans

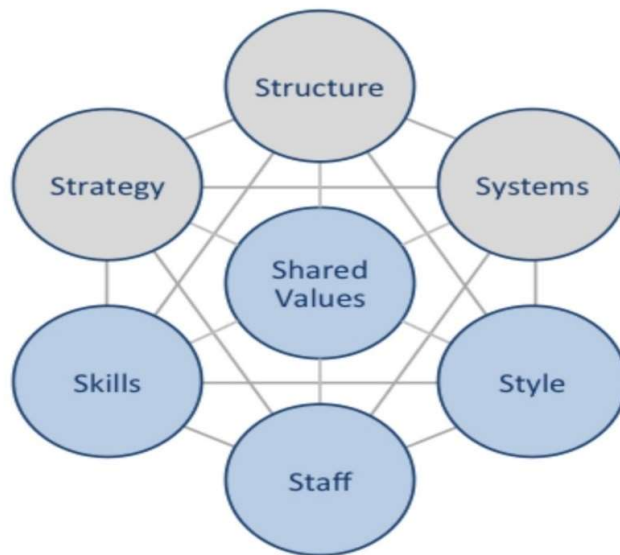
- Tie up with one of the world’s leading fan manufacturers - Bajaj Midea
- Targeting kids segment by supplying specially designed fans through a tie up with Disney.

Bajaj Lighting

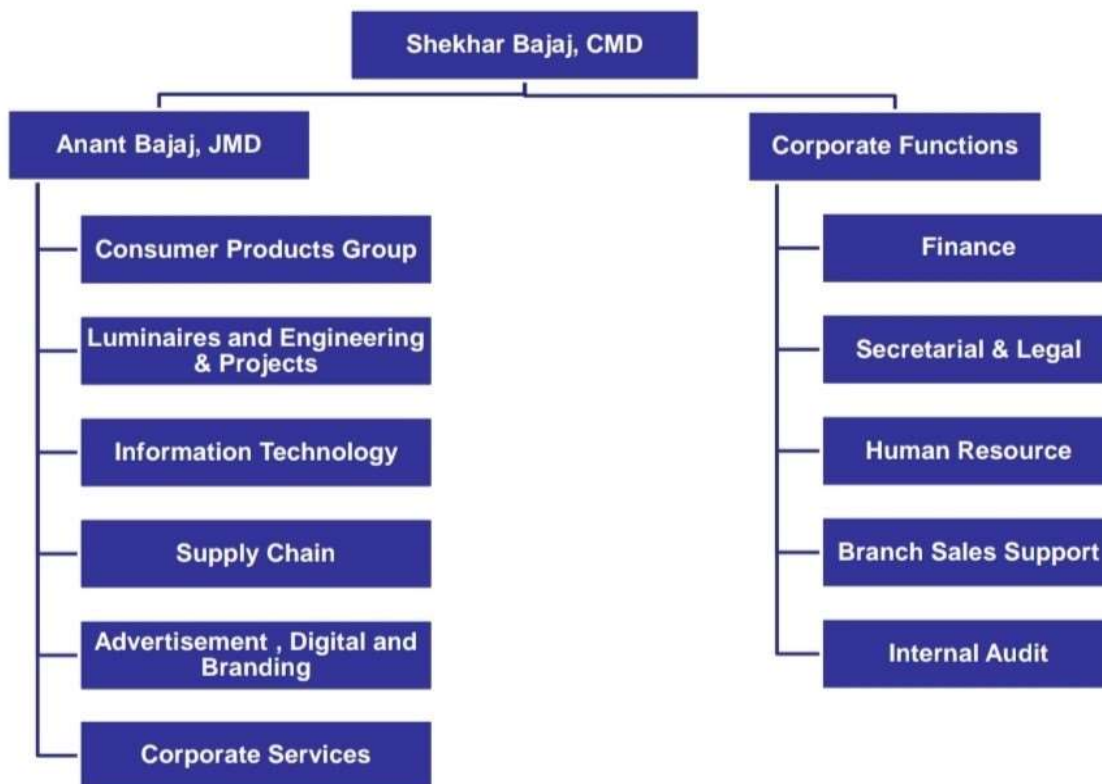
- Significant network expansion undertaken
- Significant capacity expansion in Starlite Lighting for CFLs
- Focus on Rural markets.

Chapter 3

MCKENSY'S 7S FRAMEWORK and PORTER'S FIVE FORCE MODEL with special reference to organisation study



1. Structure



2.Strategy

Chairman & managing director Shekhar Bajaj's bold RREP (Range, Reach Expansion Programme) distribution game-plan has enabled the homegrown electrical major Bajaj Electricals Ltd to maintain operating margins in its consumer products segment. This is despite a sharp decline in demand for the company's conventional lighting products such as CFLs and FTLs, as consumers are increasingly shifting to LED. Bajaj's consumer products segment comprises lighting, fans, geysers, room heaters and coolers, among other appliances. The RREP strategy, which Bajaj had revealed in an exclusive interview to *SEL* in October 2016, envisaged integrating multi-electrical products dealers, eliminating wholesalers, and setting up centralised warehouses in the company's supply channel. "Consumer products segment registered a good performance in spite of steep fall in demand for compact fluorescent lamps (CFL) and fluorescent tubelights (FTL) on account of consumer shift to LED-based products. However, growth in certain other product categories and improvement in first level margins due to RREP distribution helped the segment maintain its operating margins," commented Bajaj, on the company's results for the fourth quarter and year-ended March 2017.

The Board of Directors has proposed dividend of Rs 2.80 per equity share (140%) for the financial year, subject to approval by shareholders in the ensuing Annual General Meeting.

3.Staff

Employee Value Proposition:- "We take pride in providing opportunities to our people to learn and grow. We do this in an environment which is friendly, has the right ethical & human values, in which people feel empowered to offer their best!" Why should you join us?

We provide opportunities for Innovation

We offer an open & transparent Work Culture

We believe in Empowerment across levels

We offer Equal Opportunities to learn & grow

We support Work Life Balance

Life at BEL:- We are a young and dynamic team with a legacy of over 75 years of spreading happiness through our products & services. A strong sustainable culture of mutual trust and respect is what makes

us an ever-flourishing business. We promote fun at work with an open culture and strongly believe in empowering our employees.

We believe that excellence is not a destination but a journey of continuous improvement. With our focus on innovation, we strive to improve our existing systems and processes every single day. We believe that our employees are the best spokespersons for their experience at Bajaj Electricals, so let's hear what they have to say.

4.Skills

Learning & Development:- We nurture a learning environment to address functional and behavioral training needs. Our interventions include Corporate Induction, Classroom training, Outbound training, MDPs and a focused learning platform for High Potential employees. We also provide support to our employees for pursuing professional courses to upgrade their skills.

Rewards & Recognition:- We have an enthusiastic workforce committed to the organization's success. To recognize their contribution, we have a quarterly, half yearly and annual Reward & Recognition program called 'Achievez' that acknowledges and celebrates the accomplishments of our best performing employees. Our 'Sarvottam Club' is a platform for extraordinary performers, who get a chance to go for a company sponsored foreign trip.

5. Style

Communicating a shared vision shows how providing a project team with a vision, can help improve team motivation and ensure project success. Leadership is the key to change management. Leading teams through change discusses the challenges of change management and how to motivate your team during a period of change. A leader's public image is just as important as his or her management ability. This course examines the expanding role of today's business leaders outside their organizations.

Leadership essentials' uses innovative approaches to develop leaders to better think strategically, critically, and make decisions that influence their environment. Successful leadership is about acting and thinking like a leader, activating your best self and unlocking potential in others. So to define purpose, build credibility and exercise influence, start by asking hard questions about who you are and what you stand for.

6.Systems

Energy management is one of the key concerns of every building owner. Keeping your energy costs and your carbon footprint down, while maintaining a healthy productive environment, makes your facility more valuable.

Energy management is no different than most other business tasks. If you can measure it, you can manage it. The more you measure, the better you can manage. These days it is becoming advantageous to measure energy usage in great detail, with building owners measuring consumption wherever they can.

Bajaj Electricals offers complete end-to-end energy management solutions. From meters, to public displays, to sophisticated dash board based management software, Bajaj has the right products to help you reduce consumption and save money.

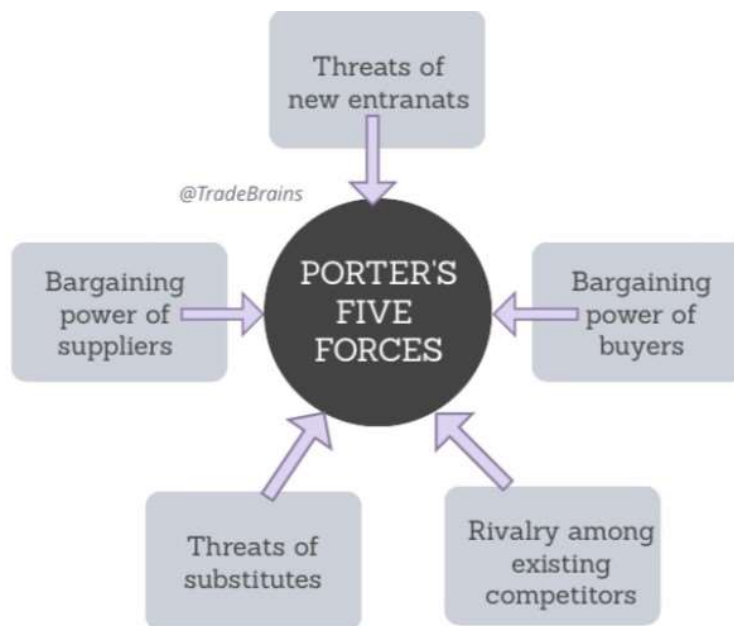
Delta Controls is a market leader in Canada for BMS and HVAC Systems. It has a strong presence through a global distribution channel spread across 200 locations in 60 countries. It has a strong presence in USA, UK, Australia, New Zealand and China. It's a leading BACnet manufacturer and is a leader in BACnet development globally. Delta Systems are present in 60,000 facilities worldwide and include commercial offices, manufacturing, airports, hotels and retail applications. Delta controls provide the world's first fully integrated systems of Native BACnet controllers for HVAC and Lighting Controls. Delta's vision is "Do it right". Delta's BACnet building control systems are completely scalable in size and complexity, providing cost effective solutions for all facility types, including corporate and government office buildings, schools, colleges and universities; hospitals and health care facilities; sports, entertainment and recreation centers; hotels, casinos and convention centers; laboratories and manufacturing plants; airports and transportation. This is an exclusive tie-up with Bajaj Electricals to market Delta Controls products in India.

7.Shared values

- Having complete integrity alignment in what we feel, what we speak and what we do, thereby demonstrating honesty and having strong moral principles.
- Believing in 'One for all and all for One' thereby working together to exceed our expectations in achieving organisational objectives.
- Creating conditions and enabling people to take responsibility for enhanced contribution towards personal and organisational objectives.

- Proactively anticipating internal and external customer needs and relentlessly working towards exceeding their expectations.
- To continuously explore, develop, create and implement new technology, processes, ideas and products.
- Having firm belief in the reliability, truth and ability of all associates and company processes.

PORTER'S FIVE FORCES MODEL



1. Bargaining power of suppliers

Given the large number of suppliers, they do not have much bargaining power with the limited number of premier market players. Also, the availability of imports at cheaper prices from other countries could also present the local suppliers from demanding higher prices.

2. Bargaining power of customers

Since most of the manufacturers offer some kind of products and varieties, customers can easily switch from one brand to another. Also, as none of the market players have a strong hold of market leadership, Competitive prices are maintained in the market which gives the customer the freedom to go for a particular brand he/she wishes. So though customer can switch from one brand to another the price set by the company depends on the market and not according to will of customer.

3. Threat of New Entrants

The technology requirements for setting up an electrical fan company are not much advanced, But considering the recent mandates set by the government boards on the energy efficient standards, it requires a reasonable capital to invest. Also the stiff competition in the industry may prevent the competitors from entering into the market.

4. Threat of substitutes

The unorganised sector has always been posing as a threat with almost 30% market share. But considering the awareness among consumers on the quality levels, energy efficient products for power saving, there has been a shift to premier brands. Hence, it can subsequently be eliminated as a threat in the future course. Also there is no cheaper substitute of a fan for summers.

5. Industry Rivalry

There a fierce competition in the industry to distinguish their brands, which is resulting in continuous product innovations in the design and technology. In effect, the market shares are invariably small equally distributed among the top players themselves.

Chapter 4

SWOT ANALYSIS OF BAJAJ ELECTRICALS

Bajaj Electricals is a company that manufactures electrical products in the Indian market. It is an initiative of the Bajaj company and is based in Mumbai, India. It has introduced several products in the market at affordable price. They are best known for their fans and lights but they also produce lots of other electrical devices.

They have made the name by lighting the Bandra Worli Sea Link and also the stadium of Commonwealth Games. The current revenue generated by the company is Rs 27.7 million. They have also tied up with the British company Morphy Richards to sell their products in India.

Strength in The SWOT analysis of Bajaj Electricals

Every company possesses some strengths that define their success in the market. Let us see the strengths of Bajaj Electricals:

- **Variety in their products and services:** Bajaj has several kinds of product that one can go for. Along with the mass consumer market, they also work for technology companies to provide them there needs. The electrical goods range from light bulbs to blenders to sewing machine which is a very diverse field. An array of products are found that Indians never imagined about. They have everything from room heaters to innovative roti makes at great prices.
- **Reputed company:** Bajaj is present in one way or other in every Urban and Rural household of India. People trust them for the quality and service that they provide. The parent company has also invested in making hair oils which is also quite good.
- **Brilliant Service:** The company has set up 19 big offices throughout India and has 282 customer care centers that can be found easily. This is important as a customer is able to sort out any problems with a device of the company.
- **Availability:** Bajaj products are found in almost all electrical supply stores in India. There are over 400,000 retail outlets of Bajaj which is quite remarkable. They have also kept their products in several options so that people can use them easily.
- **Pricing:** Bajaj products are priced very well and almost all families are able to afford it. They have brought items like the rice cooker, ovens, hand mixers into India in a very cost-effective way. They have made sure for a long time and everyone is able to use the products that they make.

Weakness in The SWOT analysis of Bajaj Electricals

Points like weaknesses can become threatening to the company if they do not work on it. Here are some weaknesses of Bajaj electricals:

- **Very Competitive Market:** Bajaj has to deal with a market that has the second largest population of the world. So, there are also other companies who are interested in the market. The brand Philips has created a lot of problem in the recent years because of their eminent and modern lighting system. This is a point in which Bajaj Electricals definitely need to work a lot.
- **Only available in India:** To grow a company one has to spread it outside their local market. Bajaj has been unable to do that which has caused them to be limited to India. Spreading into other countries does help in propagating any company a lot and also helps them in understanding different choices around the world.

Opportunities in The SWOT analysis of Bajaj Electricals

When a company grabs the opportunities in front of them, they succeed much more. Here are some opportunities for Bajaj Electricals:

- **Expanding into the Global Market:** This is a must do the thing for Bajaj. They can definitely start by introducing themselves to the neighbouring countries of India to create themselves a bigger market. This lets them taste new things and also helps them create a reputation on an international level.
- **New and Innovative Products:** Yes, Bajaj has lots of product in their range but they need more. They need to make sleeker products that are more easy to use. Also, luxury electrical products are also needed in the current Indian market. They can do this to have a better competition in the market.
- **Introducing better technology:** Anything Bajaj has made is always contended by-product for another company. But now they need to do something that would be totally exclusive to them. They also need to bring more technology into the lighting field to make it more eco-friendly and energy efficient.
- **Eco-friendly and energy saving products:** Bajaj should focus on making things eco-friendly and help in innovating devices based on that. This is crucial in case of household lighting as other companies have already started to focus on that field.

Threats in The SWOT analysis of Bajaj Electricals

Threats can soon derail a company and that is why it is important to tackle them soon. Here are some threats that Bajaj electricals can face:

- **Competition in Price:** Several small start ups in India are pricing their products in affordable options. People are often gravitating towards them.
- **Competition:** The Dutch company Phillips is already threatening the lighting market of Bajaj. Crompton Greaves is also contending them in appliances and other files. They can pull in existing consumers of Bajaj Electricals.

Chapter 5

ANALYSIS OF FINANCIAL STATEMENTS

Financial statements for 5yrs chart



Balance sheet of bajaj electricals

BALANCE SHEET OF BAJAJ ELECTRICALS (in Rs. Cr.)	MAR 20	MAR 19	MAR 18	MAR 17	MAR 16
	12 months	12 months	12 months	12 months	12 months
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	22.75	20.48	20.41	20.26	20.19
TOTAL SHARE CAPITAL	22.75	20.48	20.41	20.26	20.19
Reserves and Surplus	1,343.90	1,048.08	924.13	851.24	723.44
TOTAL RESERVES AND SURPLUS	1,343.90	1,048.08	924.13	851.24	731.31

TOTAL SHAREHOLDERS FUNDS	1,379.26	1,077.70	944.54	871.50	751.50
NON-CURRENT LIABILITIES					
Long Term Borrowings	79.91	212.62	11.47	16.95	95.98
Deferred Tax Liabilities [Net]	0.00	0.00	0.00	0.00	0.00
Other Long Term Liabilities	146.17	67.92	67.59	75.02	14.16
Long Term Provisions	22.38	16.44	11.30	13.39	44.71
TOTAL NON-CURRENT LIABILITIES	248.47	296.98	90.36	105.37	154.84
CURRENT LIABILITIES					
Short Term Borrowings	657.57	1,364.92	706.15	528.58	100.94
Trade Payables	900.30	1,092.13	854.42	635.74	1,145.24
Other Current Liabilities	1,285.59	1,238.85	812.33	880.00	656.70
Short Term Provisions	87.35	89.64	64.68	65.53	69.78
TOTAL CURRENT LIABILITIES	2,930.81	3,785.54	2,437.59	2,109.85	1,972.67
TOTAL CAPITAL AND LIABILITIES	4,558.54	5,160.30	3,472.70	3,086.72	2,879.00
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	401.35	318.01	312.55	310.04	278.93
Intangible Assets	2.85	4.27	3.28	0.02	0.00
Capital Work-In-Progress	9.37	6.93	3.50	7.85	20.67
Other Assets	0.00	0.00	0.00	0.00	0.00
FIXED ASSETS	415.14	331.61	322.17	317.91	299.60
Non-Current Investments	52.86	50.74	14.49	80.34	56.09

Deferred Tax Assets [Net]	45.31	63.77	73.53	55.95	50.32
Long Term Loans And Advances	41.87	16.07	0.06	2.90	146.53
Other Non-Current Assets	715.19	717.85	386.03	504.42	307.13
TOTAL NON-CURRENT ASSETS	1,270.36	1,180.04	796.29	961.53	859.67
CURRENT ASSETS					
Current Investments	0.00	0.00	0.00	0.00	3.33
Inventories	690.77	821.03	579.16	571.20	506.68
Trade Receivables	2,048.99	2,622.94	1,748.75	1,342.26	1,362.07
Cash And Cash Equivalents	104.68	16.02	25.74	65.27	55.50
Short Term Loans And Advances	0.03	0.02	0.05	0.07	52.56
OtherCurrentAssets	443.71	520.25	322.71	146.40	39.20
TOTAL CURRENT ASSETS	3,288.18	3,980.26	2,676.41	2,125.19	2,019.33
TOTAL ASSETS	4,558.54	5,160.30	3,472.70	3,086.72	2,879.00
OTHER ADDITIONAL INFORMATION					
CONTINGENT LIABILITIES, COMMITMENTS					
Contingent Liabilities	361.83	297.30	242.09	296.47	291.33
CIF VALUE OF IMPORTS					
Raw Materials	0.00	0.00	0.00	0.00	10.85
Stores, Spares And Loose Tools	0.00	0.00	0.00	0.00	305.65
Trade/Other Goods	0.00	0.00	0.00	0.00	305.65
Capital Goods	0.00	0.00	0.00	0.00	3.93
EXPENDITURE IN FOREIGN EXCHANGE					

Expenditure In Foreign Currency	339.29	480.50	0.00	0.00	15.80
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REMITTANCES IN FOREIGN CURRENCIES FOR DIVIDENDS					
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Dividend Remittance In Foreign Currency	--	--	--	--	--
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EARNINGS IN FOREIGN EXCHANGE					
-------------------------------------	--	--	--	--	--

FOB Value Of Goods	--	--	--	--	35.83
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Other Earnings	114.42	88.95	--	--	0.25
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BONUS DETAILS					
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Bonus Equity Share Capital	11.04	11.04	11.04	11.04	11.04
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NON-CURRENT INVESTMENTS					
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Non-Current Investments Quoted Market Value	--	--	--	--	--
---	----	----	----	----	----

Non-Current Investments Unquoted Book Value	12.86	10.74	7.65	62.82	56.11
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CURRENT INVESTMENTS					
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Current Investments Quoted Market Value	--	--	--	--	--
---	----	----	----	----	----

Current Investments Unquoted Book Value	--	--	--	--	3.33
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P&L Account of bajaj electricals

PROFIT & LOSS ACCOUNT OF BAJAJ ELECTRICALS (in Rs. Cr.)	MAR 20	MAR 19	MAR 18	MAR 17	MAR 16
	12 months	12 months	12 months	12 months	12 months
INCOME					
REVENUE FROM OPERATIONS [GROSS]	4,929.26	6,633.69	4,695.96	4,282.28	4,628.14
Less: Excise/Service Tax/Other Levies	0.00	0.00	8.94	36.55	36.41
REVENUE FROM OPERATIONS [NET]	4,929.26	6,633.69	4,687.02	4,245.73	4,591.74
TOTAL OPERATING REVENUES	4,977.09	6,673.14	4,707.45	4,261.71	4,611.95
Other Income	52.63	65.43	53.19	35.59	22.85
TOTAL REVENUE	5,029.72	6,738.57	4,760.64	4,297.30	4,634.80
EXPENSES					
Cost Of Materials Consumed	305.12	469.21	327.13	195.46	178.59
Operating And Direct Expenses	310.63	443.76	310.43	293.79	294.57
Changes In Inventories Of FG,WIP And Stock-In Trade	87.97	-216.71	0.11	-15.12	-31.82
Employee Benefit Expenses	383.40	356.66	317.88	328.90	283.69
Finance Costs	169.16	115.88	58.86	80.44	101.40
Depreciation And Amortisation Expenses	68.01	38.46	33.94	29.87	27.24
Other Expenses	744.74	810.53	681.23	639.00	692.59
TOTAL EXPENSES	5,007.33	6,479.13	4,506.81	4,129.26	4,481.21

PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	22.39	259.44	253.83	168.04	153.58
Exceptional Items	0.00	0.00	-89.36	0.00	0.00
PROFIT/LOSS BEFORE TAX	22.39	259.44	164.47	168.04	153.58
TAX EXPENSES-CONTINUED OPERATIONS					
Current Tax	1.19	80.30	100.60	66.00	59.30
Less: MAT Credit Entitlement	0.00	0.00	0.00	0.00	0.00
Deferred Tax	21.33	12.07	-19.77	-5.62	-1.44
Tax For Earlier Years	0.00	0.00	0.02	0.00	0.12
TOTAL TAX EXPENSES	22.52	92.37	80.85	60.38	57.98
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	-0.13	167.07	83.62	107.66	95.60
PROFIT/LOSS FROM CONTINUING OPERATIONS	-0.13	167.07	83.62	107.66	95.60
PROFIT/LOSS FOR THE PERIOD	-0.13	167.07	83.62	107.66	95.60
OTHER ADDITIONAL INFORMATION					
EARNINGS PER SHARE					
Basic EPS (Rs.)	-0.01	16.34	8.23	10.65	9.48
Diluted EPS (Rs.)	-0.01	16.30	8.19	10.63	9.46
VALUE OF IMPORTED AND INDIGENIOUS RAW MATERIALS STORES, SPARES AND LOOSE TOOLS					

Imported Raw Materials	0.00	0.00	0.00	0.00	12.54
Indigenous Raw Materials	0.00	0.00	0.00	0.00	160.23
STORES, SPARES AND LOOSE TOOLS					
Imported Stores And Spares	0.00	0.00	0.00	0.00	0.00
Indigenous Stores And Spares	0.00	0.00	0.00	0.00	8.35
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	0.00	35.75	28.40	0.00	28.28
Tax On Dividend	0.00	7.35	5.78	0.00	5.75
Equity Dividend Rate (%)	0.00	175.00	175.00	140.00	140.00

Report on Financial Statements

We have audited the accompanying standalone financial statements of Bajaj Electricals Limited ("the Company"), which comprise the Balance Sheet as at March 31, 2016, the Statement of Profit and Loss, the Cash Flow Statement for the year then ended, and a summary of the significant accounting policies and other explanatory information.

Management's Responsibility for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements to give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate

accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Opinion

8. In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2016, and its profit and its cash flows for the year ended on that date.

Learning Experience:

Knowledge comes out by studying volumes of books through continuous learning.

It had been privilege to undertake an organization study about “the largest & most profitable construction equipment company” which is conferred with Mini-Ratna status. Though the study was online based on secondary sources, It was a wonderful experience & indeed a great learning about a multi-technology company which offers high quality products to the various sectors of the economy. The learning’s acquired from the India’s largest wealth creator BAJAJ ELECTRICALS LTD are many along which a few are penned.

- A part from learning as to how the organization function, its structure, departments, policies & processes the study has opened the doors to explore the organization, whose operation are highly refined.
- The study has also helped to know about the technological advancement in various equipment of different sectors.
- The contributions made in enhancement of infrastructure and others sectors in the country.
- The functioning of the various departments quality policies of the organization & innovative management practices followed by the organization.
- The cordial relationship between the workers & the management has helped in understanding the fact that, the success of the organization depends not on employees or on management alone but it depends on the combined efforts of both the employees and management.

- The commitment of the employees towards quality is a great inspiration.
- The working of the entire Bajaj Electricals Ltd as one family taught the basic concepts of team building.

The overall study in the organization has ignited the spark in the mind to take part in such company as an employee in the later days that would serve as an asset to the entire country & the human race.

Reference :

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- <https://www.moneycontrol.com/financials/bajajelectricals/ratiosVI/BE>
- <https://www.marketing91.com/swot-analysis-of-bajaj-electricals/>
- <http://www.moneycontrol.com/company-management/bajajelectricals/board-of-directors/BE>
- <https://www.bajajelectricals.com/our-vision/>
- <https://www.bajajelectricals.com/csr/>
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- <https://illumination.bajajelectricals.com/blog>
- <https://economictimes.indiatimes.com/bajaj-electricals-ltd/shareholding/companyid-13978.cms>
- <https://www.bajajelectricals.com/exports/>

WEEKLY PROGRESS REPORT

Student Name	Varalakshmi B V
USN	1CR19MBA88
Title of the Study	An Organisation study of Bajaj Electricals Ltd.
Organization	Bajaj Electricals Limited
WEEK-1	
Duration (start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography

Signature of the Student

1CR19MBA88

Signature of the Guide