

L-1/1140/MGP

February 21, 2017

To,
BSE Limited : Code No. 500031
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai 400 001

National Stock Exchange of India Ltd. : Symbol: BAJAJELEC – Series: EQ
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai 400 051

Dear Sir / Madam,

Sub.: Disclosure pursuant to Regulation 30(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in respect of entering in Trademark License Agreement

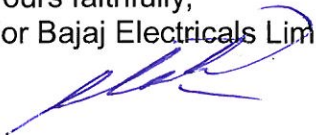
This is to inform you that Bajaj Electricals Limited (the "Company") has entered into a Trademark Licence Agreement with Morphy Richards Limited of United Kingdom to renew the exclusive license for use of trademark "Morphy Richards" by the Company in relation to the products procured from the manufacturers and/or imported from any other country for marketing the same in India and other countries, for a further period of five (5) years from 25 April, 2017, on payment of royalty.

The Company has been procuring the products from the manufacturers and/or importing from any other country for marketing the same in India under the License User Agreement since April 2002 and has established the brand well in the premium segment. With the renewal of license, the Company would be able to leverage its brand positioning in Indian markets as well as SAARC countries to further consolidate and gain a considerable market share.

Kindly put this on the Notice Board for the information of the investors and general public.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited



Mangesh Patil
EVP – Legal & Taxation and Company Secretary