

Bajaj Electricals Limited

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December 15, 2009

To  
**Mr. R. Sukumar**  
Editor - Mint  
HT Media Limited  
18-20 Kasturba Gandhi Marg  
New Delhi – 1100 001

Dear Sir,

**Sub: Our response to the article titled "Bajaj Electricals roiled by tussle over strategy" published in the Mint's edition of Monday, December 14, 2009 and appearing in livemint on Sunday, December 13, 2009 written by Mr. Baiju Kalesh**

With reference to the above, I am writing to clarify as under:

1. The strategic decisions in our company are taken by a 12-member Corporate Management Council (CMC) chaired by me, after due deliberations & discussions. Hence, we deny your caption, which alludes to a tussle over strategy and differences on strategies in areas such as product quality, exports, R & D and advertising. The CMC is guided by the direction of the Board of Directors of the company, which I chair, in my capacity as the Chairman and Managing Director of Bajaj Electricals Ltd.
2. We don't agree with the captioned assertion and the conclusions in the article and deny the same.
3. Any Indian company which is active in the export market has to constantly focus on improving its product quality, its R & D activities and also on strengthening the brand. Mr. Anant Bajaj in his role as Director of Bajaj International Pvt. Ltd. (BIPL) has made some observations for the international markets, which have been taken out of context and not interpreted appropriately.

4. BIPL handles the exports of products in Bajaj or OEM brand and hence BIPL is responsible for the Quality, R & D, Brand and Supply Chain for the overseas market. There is an arms length relationship between BIPL and Bajaj Electricals Ltd. (BEL).
5. Bajaj Electricals Ltd. focuses principally on the domestic market and its products in Appliances, Fans, Lighting, Luminaires and E & P, enjoy consumer confidence, a leadership position in the market and significant market shares. The Bajaj brand in India is a household name and has a strong consumer franchise and a wide customer base.
6. We confirm having communicated the above points to your journalist Mr. Baiju Kalesh during our communication with him.

We hope that this will clarify the issues raised in your article. We would like the matter to be closed with this clarification.

Kindly acknowledge receipt of our communication.

Yours sincerely,



**Shekhar Bajaj**

**Copy to :** The Editorial Team - Mint  
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