

L-1/MGP

May 22, 2017

To,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai 400 001

: Code No. 500031

National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex
Bandra (East),
Mumbai 400 051

: Symbol: BAJAJELEC

Dear Sirs,

Sub: Participation in the Investor Program to be held on 24 May 2017


Re.: Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we have to inform you that the Company will participate in the investor program to be held on 24 May 2017 at Trident BKC, Mumbai, to provide insights into the Company's TOC Model / RREP Program. The said program will be organised by Emkay as per the enclosed schedule.

Kindly put this on the Notice Board of the exchange 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

SAVE THE DATE

24th May, 2017

Emkay[®]

Your success is our success

BAJAJ ELECTRICALS INTERACTIVE SESSION WITH SALES STRATEGY TEAM & DISTRIBUTORS

TOC - First time in Consumer Electricals Industry

We are pleased to Invite you for this one of its kind program that gives you an opportunity to get In-depth Insights to TOC Model/ RREP Program of Bajaj Electricals

PROGRAM OVERVIEW

- ➔ Ground Reality Overview by Sales & Marketing Heads of Bajaj Electricals on TOC Success
- ➔ Vector Consultants (TOC Expert) on the progress of TOC Implementation
- ➔ Q&A session with the Management on TOC Model
- ➔ Interactive one on one session with 4 distributors from Metro, Tier 2 cities

WHY ATTEND THIS SESSION?

- ➔ Status and Progress of TOC Implementation (Range Reach Expansion Program)
- ➔ Insights into Market Share Expansion post implementation
- ➔ Growth Outlook for Bajaj Electricals post completion of TOC Model
- ➔ Evaluate Penetration levels for Bajaj Brand in TOC markets
- ➔ Live Feedback from Distributors on success of TOC Model

SAVE-THE-DATE : May 24, 2017

VENUE : Cullinan, Trident BKC, Mumbai

TIME : 1:30 PM ONWARDS

RSVP

Mrinalini Bhosle:

mrinalini.bhosle@emkayglobal.com | +91 9820329774

Mehak Rohra:

mehak.rohra@emkayglobal.com | +91 9892239366