

L-1/911/MGP

September 26, 2016

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 Sirs,

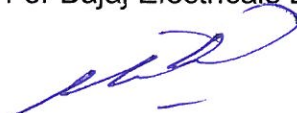
Re.: Participation in the Asia Road Show to be held at Hong Kong and Singapore

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 and further to our letter No. L-1/903/MGP dated 21 September 2016, we enclose herewith presentation made by Shri Anant Purandare, President & CFO of the Company, at the Asia Road Show held at Hong Kong and Singapore.

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

Enc.: as above



Bajaj Electricals Ltd.

Inspiring Trust

AN OVERVIEW





Disclaimer

Information given in this presentation is private and strictly confidential. The information is compiled from the data in public domain, other sources believed to be reliable and on the basis of company's strategies and business perception. However, the Company does not represent that it is accurate or complete and therefore it should not be relied on as such. This information should not be reproduced or redistributed or passed on directly or indirectly in any form to any other person or published or copied in whole or in part for any purpose. The projections/ estimates given are forward looking statement on the basis of company's strategies and business perception of the management. The actual result may vary depending upon the changes in economical, political and social environment, Government policies, tax laws and incidental factors. The information is subject to change without any prior notice. Neither the Company nor any of its affiliate(s), director(s), employee(s), agent(s) or representatives shall be liable for any damage whether direct, indirect, special or consequential including loss of revenue or loss of profit that may arise to any person from any inadvertent error in the information or from the use of the information.



Our Vision:

Enhancing Quality of Life and bringing Happiness with Sustainability

Our Core Values:

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



Inspiring Trust

CORPORATE



Diversified Business Portfolio

Consumer Products Group

Small Appliances



Fans



Consumer Lighting

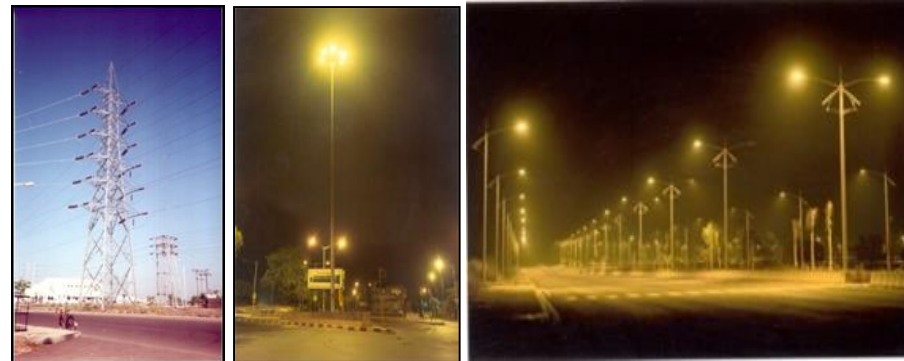


Industry and Infra facing Businesses

Luminaires



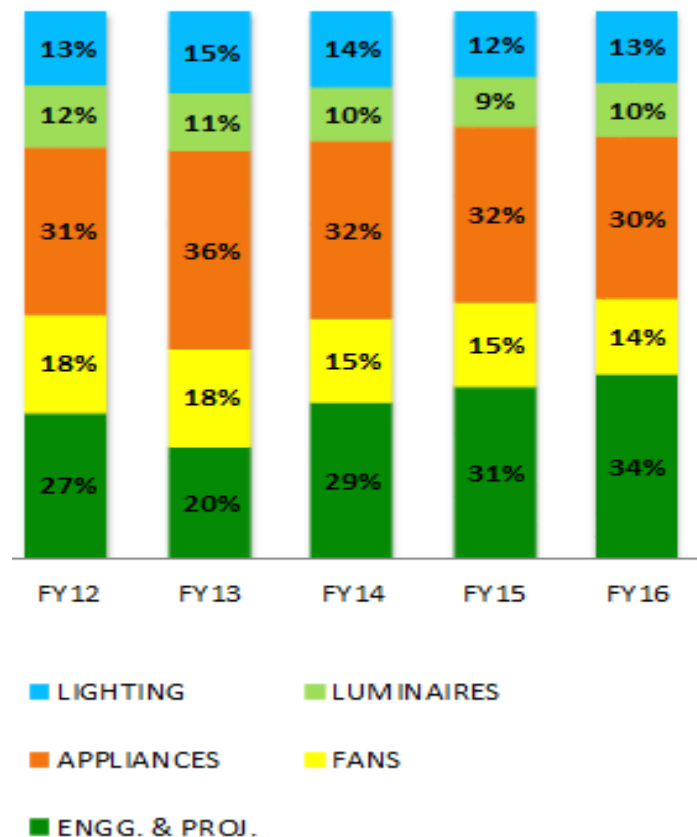
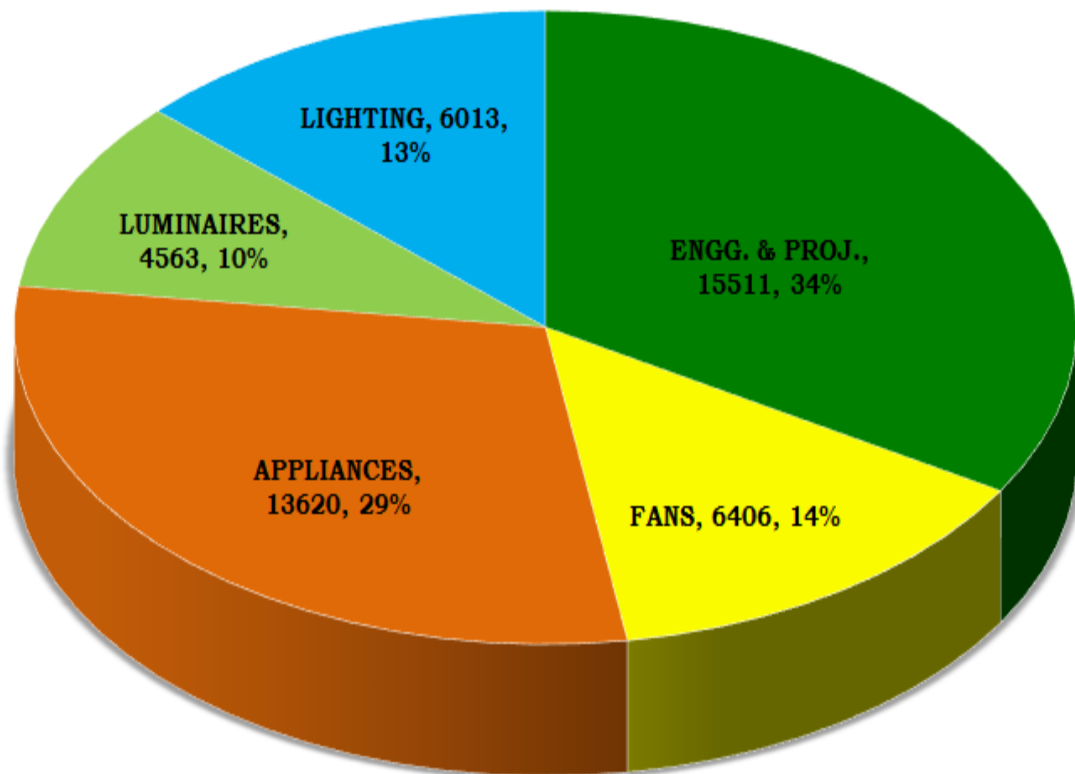
Engineering & Projects





The Company's Businesses

SBU revenue mix (FY 16)
(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

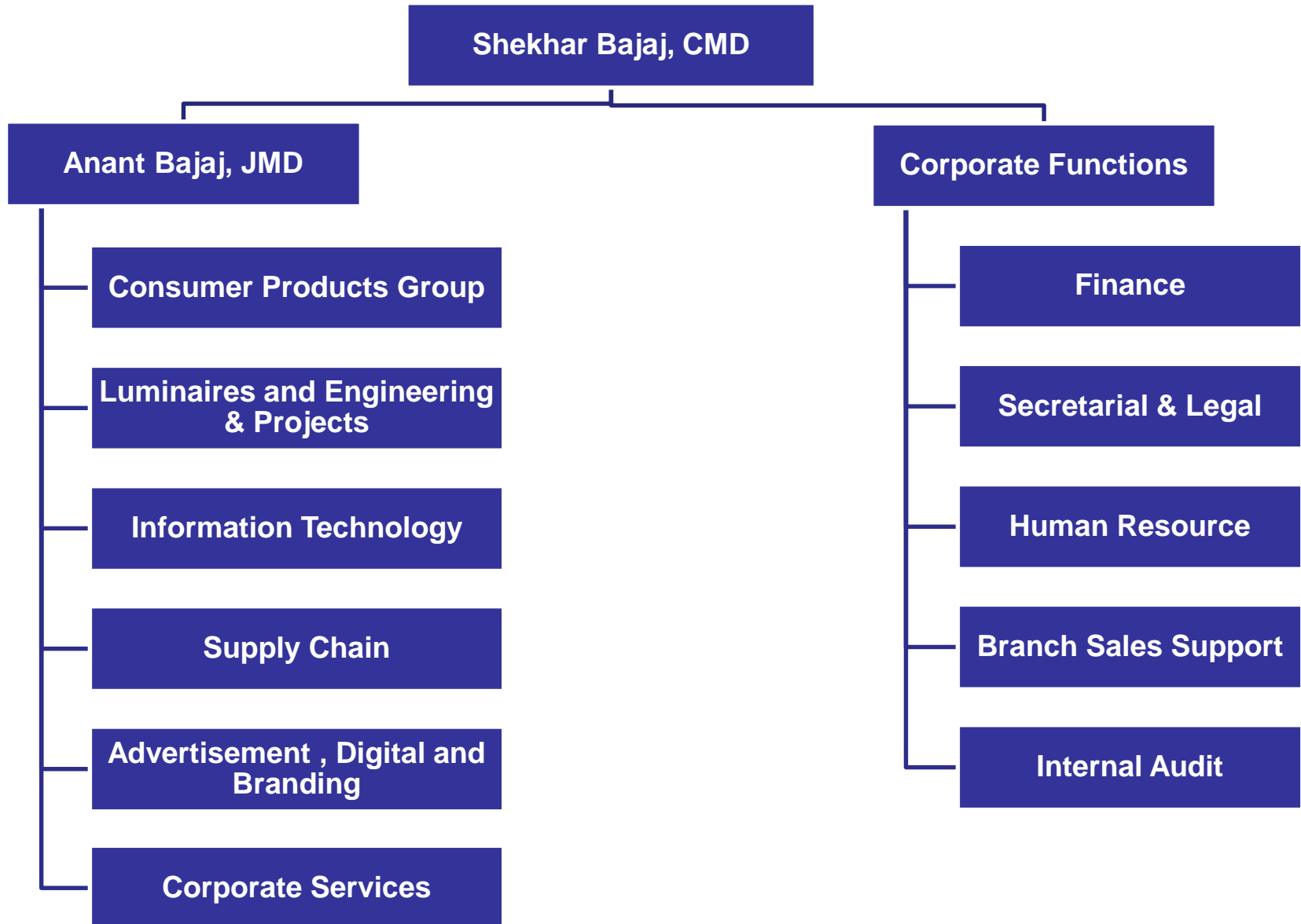
Robust and sustainable Business Strategy

Strong Financial and Governance track record along with proven Execution capability

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

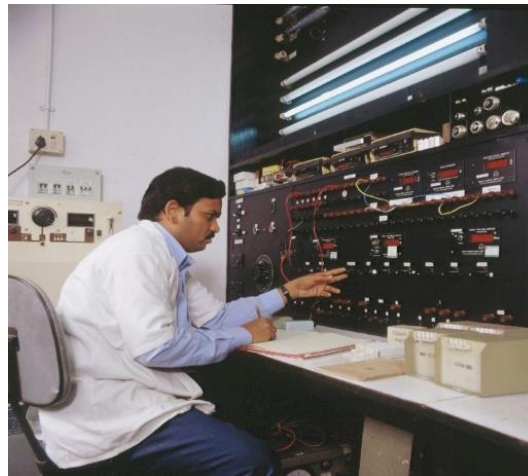


Organization Structure



Design Center and Laboratory

- **Lighting Development Center:** Product Development Lab set-up approved by GOI as recognized Test House.
- **Consumer Durables Technical Services:** Product development and Quality Assurance center for small appliances at Mumbai.
- In house **Fans Design and Development Center** at Pune.



A full fledged Research and Development Centre being set up at New Mumbai, to commence its activities from 16-17



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 and **Own factory at Kosi, UP**
- **CFL and LED Lamps:**
 - Manufactured by sister concern **Starlite Lighting Limited**, Nashik
- **Luminaires:**
 - Sourcing from dedicated vendors situated at **Daman, Himachal**, imports from **China** and **commence own LED 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**

Consumer Products - Appliances

Products:

- Iron, Ovens Toasters Grillers (OTG), Induction Cookers, Water Heaters, Air Coolers, Room Heaters & Heat Converters, Toasters & Sandwich makers, Mixers Grinders, Juicers, Food Processors, Hand Blenders, Water Purifiers & Filters, Microwave Ovens, Gas stoves, Electric Kettles, Coffee Makers, Tea Makers, etc.

Competitors:

- Philips, Kenstar, Usha, Maharaja, Merloni (Racold), CGL, Inalsa, Preeti, Prestige, Venus, Spherehot, Symphony

Being Multi-Product and Pan India gives us significant Network, Sourcing and Logistics advantages



Bajaj Electricals Ltd.
Inspiring Trust



- **Premium Brand in the Indian market**

Coffee Makers, Worlds first Tea maker, Electric cookers, Mixers, Water Heaters, OTGs, Sandwich Toasters and Blenders, etc.

- **UK's No. 1 in home appliances**

- **Strong player in India in Coffee Makers, Toasters, Kettles in OTG**

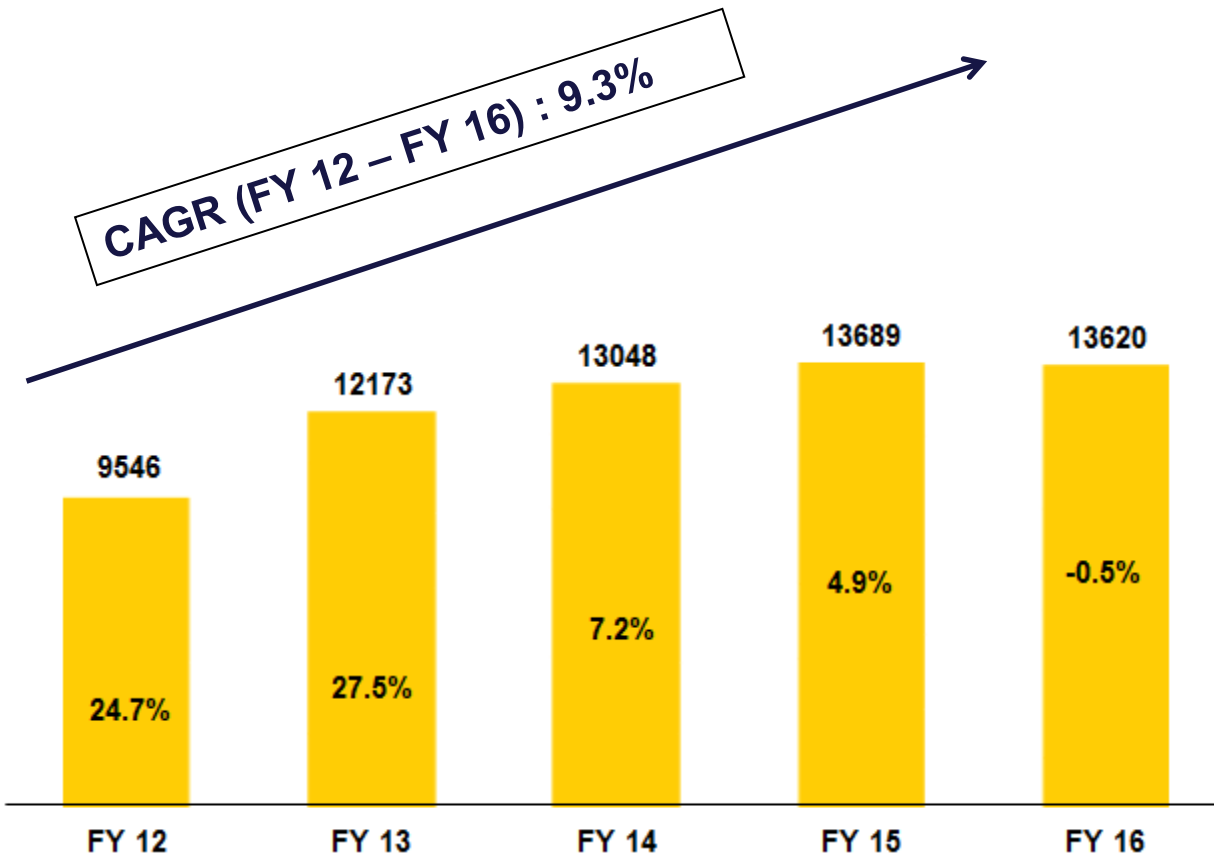
- **Competitors:** Other Premium Brands in India

– Philips, Black & Decker, National, Tefal, Delonghi, Braun, Kenwood



Consumer Products - Appliances

(Rs. In Millions)



Bajaj Electricals Ltd.
Inspiring Trust



Consumer Products - Fans

- **Products:**

Ceiling Fans, Table, Pedestal, Wall mounting Fans, Industrial & Domestic Exhaust fans, Industrial & Commercial Air Circulators, Personal Fans, Bajaj-Disney Children's Fans etc.

- **Competitors :**

Crompton, Usha, Orient, Khaitan, Polar, Havells

- **Brand position:**

One of the major player in the Top 5 Brands.



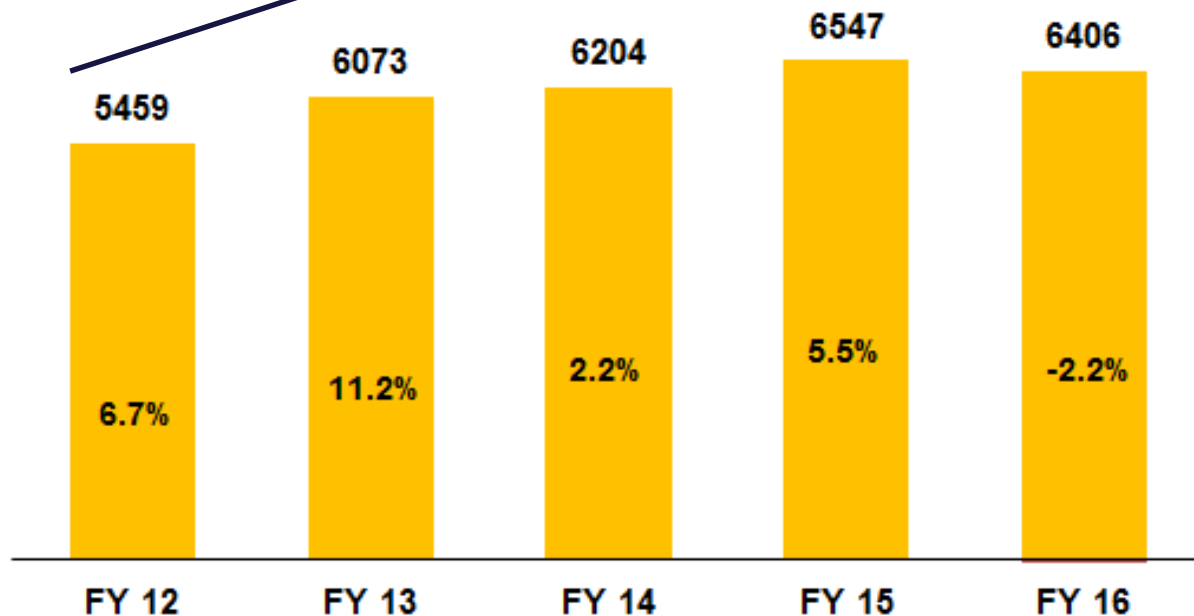
Bajaj Electricals Ltd.
Inspiring Trust



Consumer Products - Fans

(Rs. In Millions)

CAGR (FY 12 – FY 16) : 4.1%



Bajaj Electricals Ltd.
Inspiring Trust



Consumer Products - Lighting

- **Products**
 - GLS Lamps, Fluorescent Tube Lights, Compact Fluorescent Lamps, Domestic Luminaires , Ballasts & Starters, LED Lamps, Tubes and Torches,
- **Competitors**
 - Philips, Crompton, Surya, Wipro, Osram, Havells
- **Brand position**
 - On of the major players in the industry

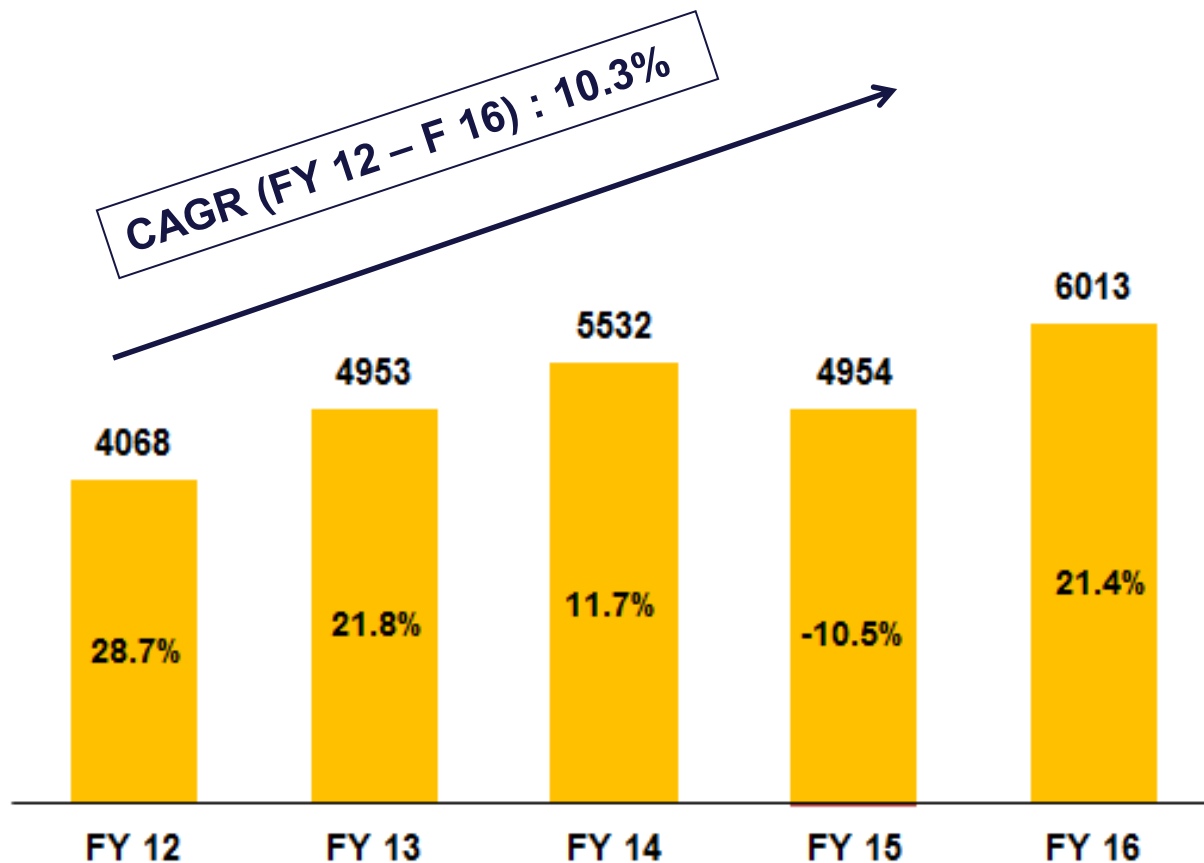


Bajaj Electricals Ltd.
Inspiring Trust



Consumer Products - Lighting

(Rs. In Millions)



Bajaj Electricals Ltd.
Inspiring Trust



Luminaires

- **Products:**
 - **LUMINAIRES** : Industrial , Commercial, Decorative, Street Light, Flood light, Light Emitting Diodes (LED), Lighting Electronic (LE) Lighting Control (LC) etc.
- **Competitors**
 - Philips, Crompton, Wipro, Thorn
- **Brand position**
 - Next only to Philips in Price and Image
 - Market leadership in Street Lights, Flood Lights and Industrial applications
 - Gaining Market share in growing LED Market



Luminaires

- **Major Customers:**

- **Industrial Patrons:**

- TATA Group companies like TISCO, TELCO, TEC, Reliance Group of Industries, Larsen & Toubro Ltd., Aditya Birla group, Siemens, Ranbaxy, etc.

- **Government Clients:**

- Airport Authority of India, Container corporation of India, State Electricity Boards, NTPC, Municipal Corporations & Councils, Naval Dockyards, BSES, HUDA, MSRDC, BEST, etc.

- **IT/ ITES Clients** : TCS, Infosys, DELL, Cognizant

- **Banks** : SBI, AXIS, PNB, BOB

- **Tie-ups**

- **Disano**, Italy for street light.



- **Securiton**, Switzerland for fire alarm systems



- **Delta Controls**, Canada for Access Controls & BMS



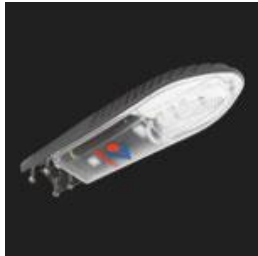
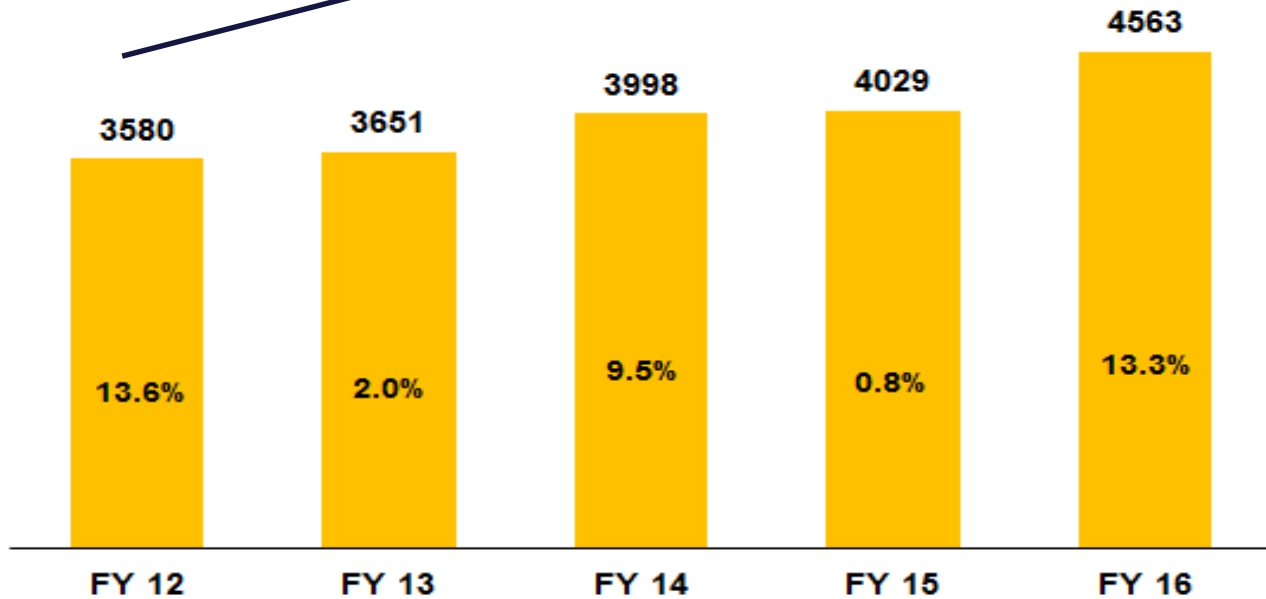
Bajaj Electricals Ltd.
Inspiring Trust



Luminaires

(Rs. In Millions)

CAGR (FY 12 – FY 16) : 6.3%



Bajaj Electricals Ltd.
Inspiring Trust



Engineering & Projects

Power Distribution:

Rural Electrification R-APDRD projects, Sub-stations Etc.



Transmission Line Towers:

Design, Supply, Erection and commissioning of Transmission lines, and Tele communication Towers, Monopoles etc.



Illumination EPC:

Turnkey Illumination Projects, Industrial lighting, Air-port Lighting, Sports Lighting, Design, Supply, Erection and commissioning of High-Masts, Signages, Street Light Poles, etc.



Bajaj Electricals Ltd.
Inspiring Trust

Engineering & Projects

Infrastructure

In house facilities for

- Lighting design
- Civil & structural design
- Electrical system design

Manufacturing facilities

- World class fabrication and galvanizing facility with latest technology for manufacturing of High mast, Poles, Towers, Monopoles, etc.
- Team of more than **750** experienced Engineers

Certified **ISO 9001** for quality systems and **ISO 14001** for Environment management system, and OHSAS 18001



Bajaj Electricals Ltd.
Inspiring Trust



Engineering & Projects



- ❖ Annual Galvanizing capacity of 40,000 MT/PA and Fabrication capacity 24000 MT/PA at Unit I
- ❖ High Mast fabrication facility 6000 Masts/PA and 60000 poles at Unit II
- ❖ Located about 55 Kms from Pune
- ❖ Having Total Area of 88000 Sq.M
- ❖ TLT Fabrication facility at Chakan (12000 MT/ PA)

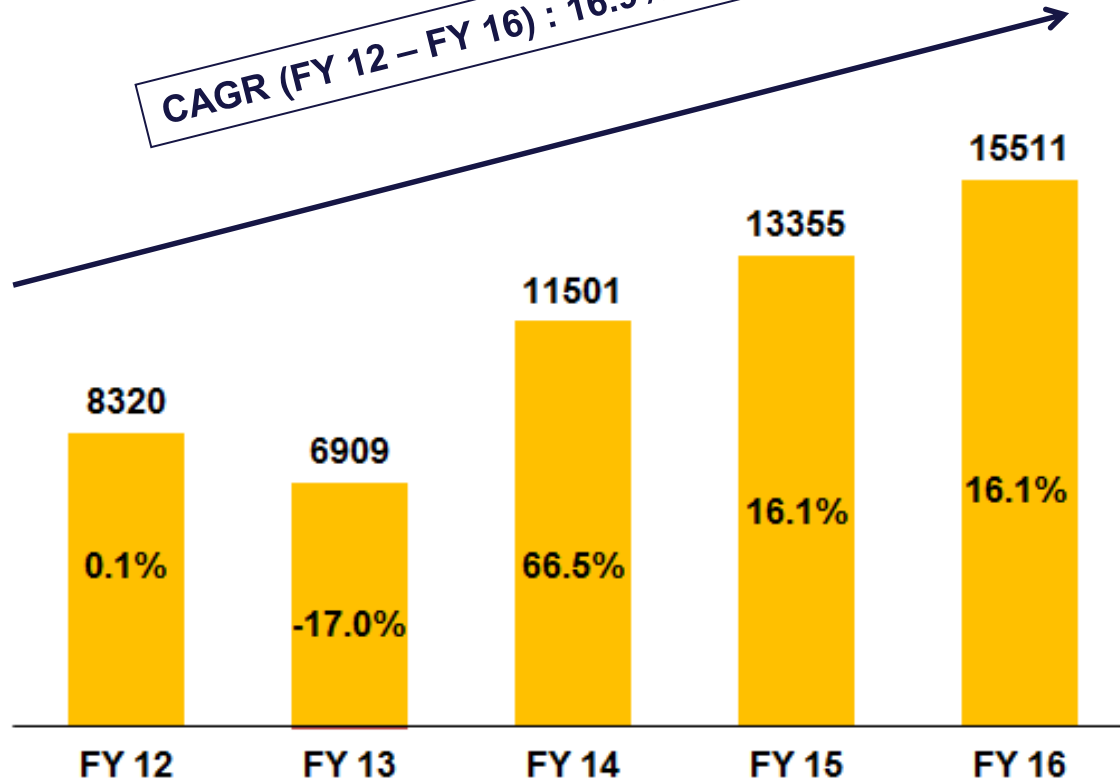


Bajaj Electricals Ltd.
BAAJAJ Inspiring Trust

Engineering & Projects

(Rs. In Millions)

CAGR (FY 12 – FY 16) : 16.9%



Bajaj Electricals Ltd.
Inspiring Trust

Engineering & Projects

ORDERS IN HAND

As on 1st Sep, 2016

Rs. In Million

Segment	Order Book
Towers	7893
High Mast & Pole	1554
Special Projects	16301
TOTAL	25748



Bajaj Electricals Ltd.
Inspiring Trust





FINANCIALS PERFORMANCE

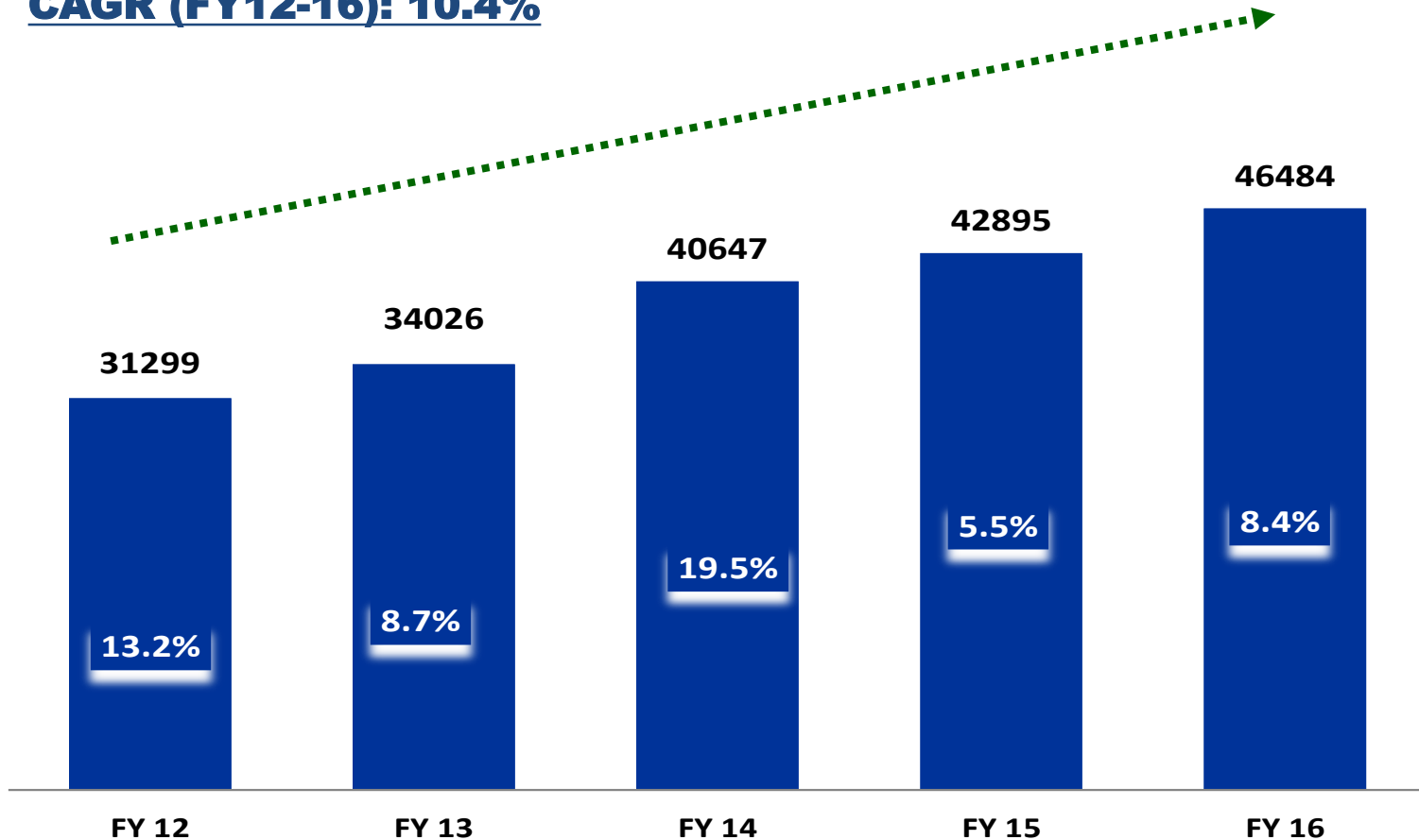
(Rs. In Mln.)

Particulars	FY-12	FY-13	FY-14	FY-15	FY-16
Net Sales	30941.9	33809.2	40240.4	42581.1	46119.5
PBIDT	2371.0	1108.7	818.1	890.0	2593.7
<i>% Sales</i>	<i>7.66%</i>	<i>3.28%</i>	<i>2.03%</i>	<i>2.09%</i>	<i>5.62%</i>
Interest	630.5	689.7	783.0	1050.8	1014.0
Depreciation	125.2	144.5	247.5	290.3	272.4
Operating profit	1615.3	274.4	-212.3	-451.1	1307.3
Other Income (Net)	144.2	168.1	152.7	242.9	228.5
Exceptional Income		247.2	0.0	0.0	0.0
PBT	1759.5	689.7	-59.6	-208.2	1535.8
<i>% Sales</i>	<i>5.69%</i>	<i>2.04%</i>	<i>-0.15%</i>	<i>-0.49%</i>	<i>3.33%</i>
PAT	1178.8	512.1	-53.7	-139.5	956.0
<i>% Sales</i>	<i>3.81%</i>	<i>1.51%</i>	<i>-0.13%</i>	<i>-0.33%</i>	<i>2.07%</i>

Financials

Gross Sales & income from operations – (Rs. in Million)

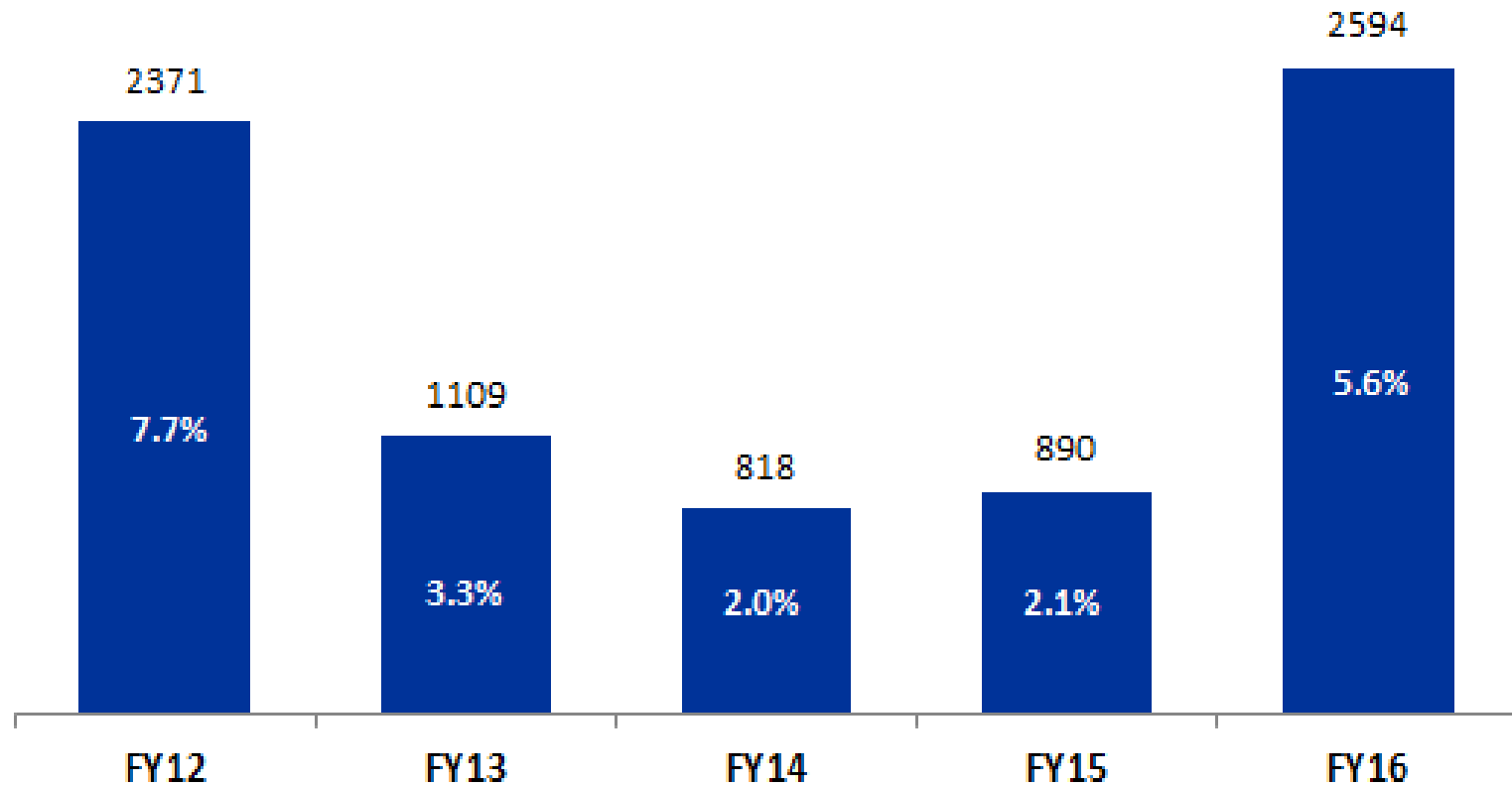
CAGR (FY12-16): 10.4%





Financials

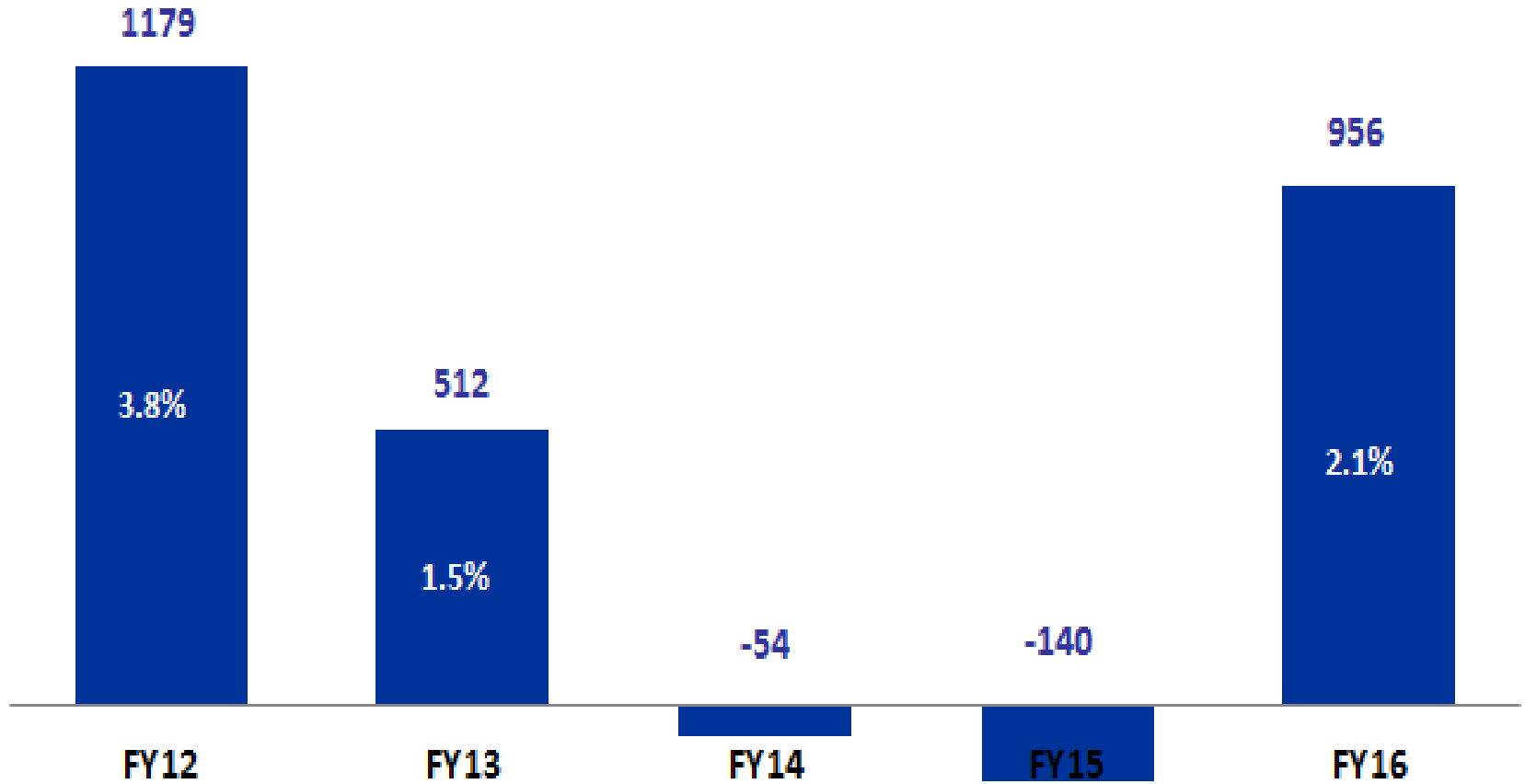
EBITDA – (Rs. in Million)





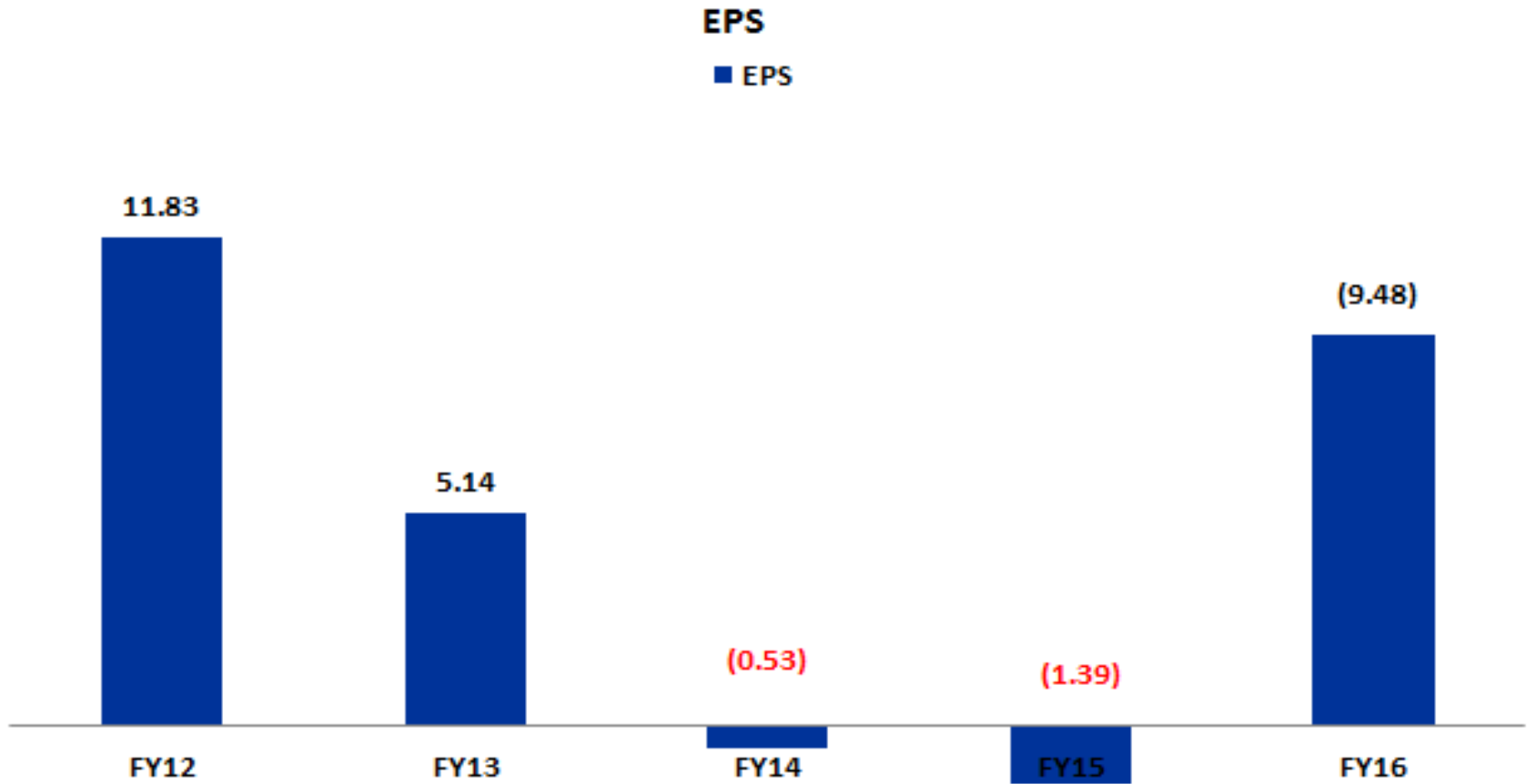
Financials

PAT – (Rs. In Million)



Financials

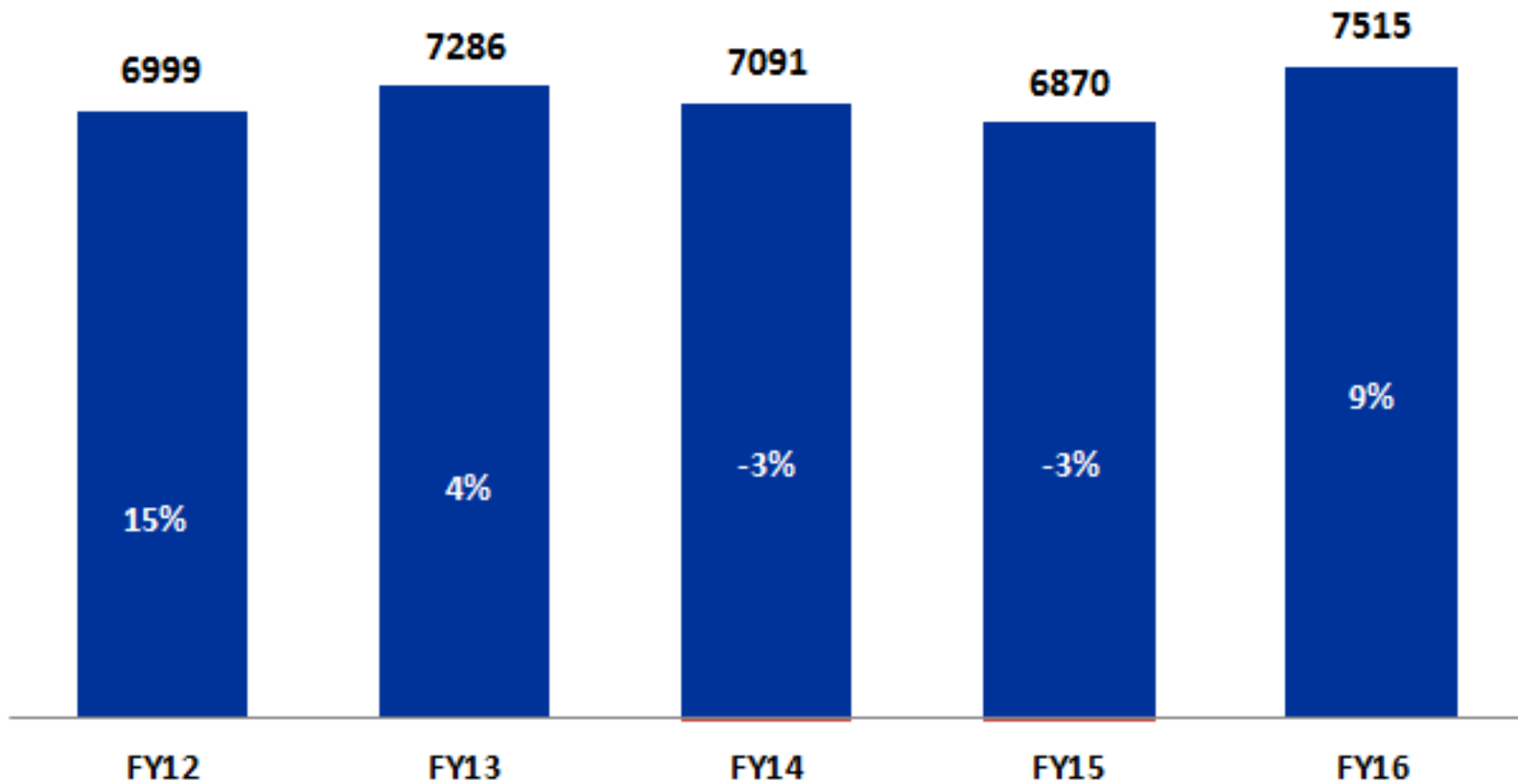
EPS – (Rs. / Share)





Financials

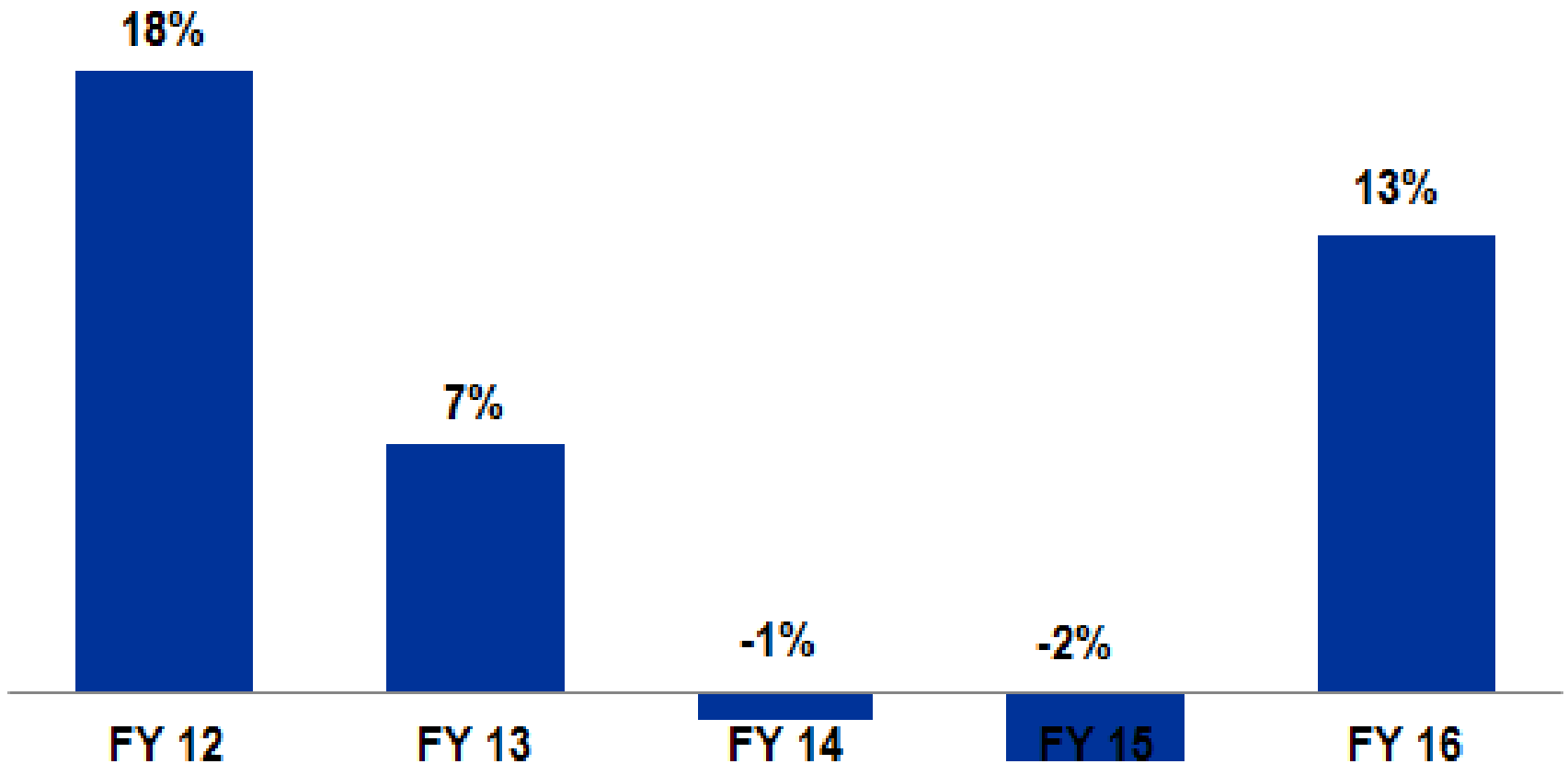
Net Worth – (Rs. In Million)



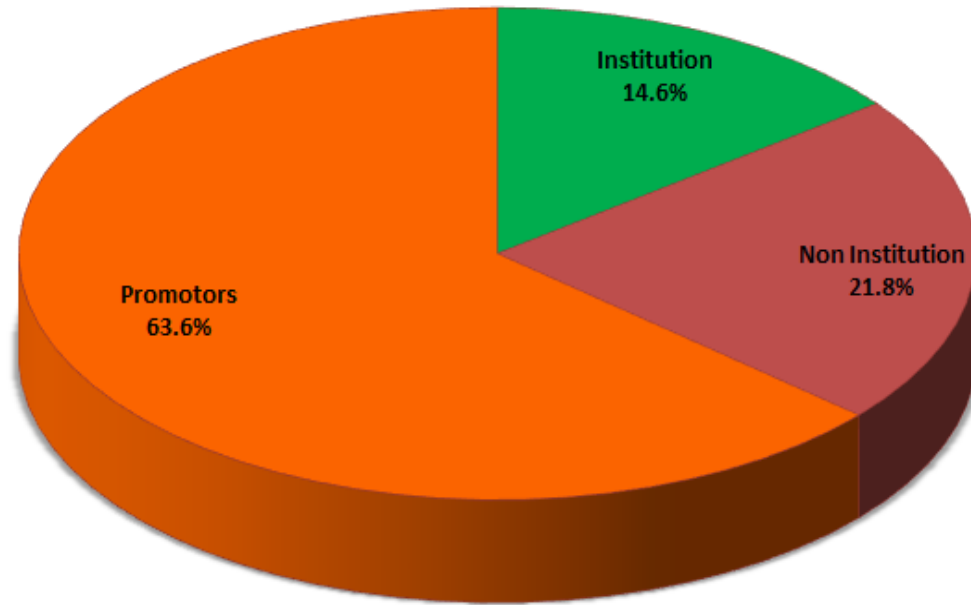


Financials

Return on Equity



Share Holding pattern as on March 31, 2016



Sl. No.	Name of the shareholder	as a % of total
1	MFS INTERNATIONAL NEW DISCOVERY FUND	2.20
2	SWISS FINANCE CORPORATION (MAURITIUS) LTD.	1.45
3	HDFC TRUSTEE COMPANY LTD – HDFC PRUDENCE FUND	2.65
4	RELIANCE CAPITAL TRUSTEE CO LTD. – RELIANCE SMALL CAP FUND	1.48
5	UTI MID CAP FUND	1.04



Thank you!