

L-1/1620/MGP

February 22, 2018

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

National Stock Exchange of India Limited : Symbol: BAJAJELEC
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai 400 051

Dear Sirs,

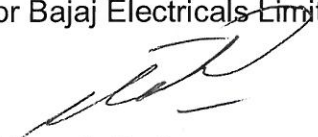
Re: Participation in the U.S. Road Show to be held in the United States of America

Further to our letter No.L-1/1608/MGP dated February 16, 2018 and pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of presentation to be made by the Company in the U. S. Road Show organized by Emkay Global Financial Services Limited in the United States of America from 25th to 28th February 2018.

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

Encl.: as above.



BAJAJ

we are family



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.

A woman in a light-colored business suit stands on a large, dark rock, looking through a telescope. The background is a soft, hazy landscape with a warm, golden light, possibly a sunrise or sunset over water.

Our Vision

Enhancing Quality of
Life and bringing
Happiness with
Sustainability

Our Core Values

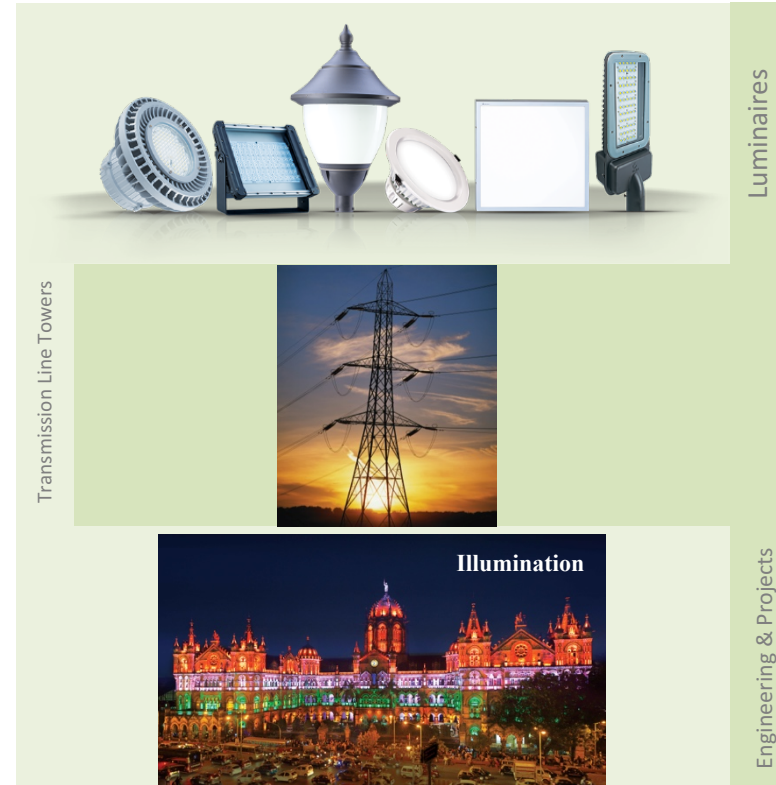
- Integrity
- Trust
- Team Work
- Empowerment
- Customer Delight
- Innovation

Diversified Business Portfolio

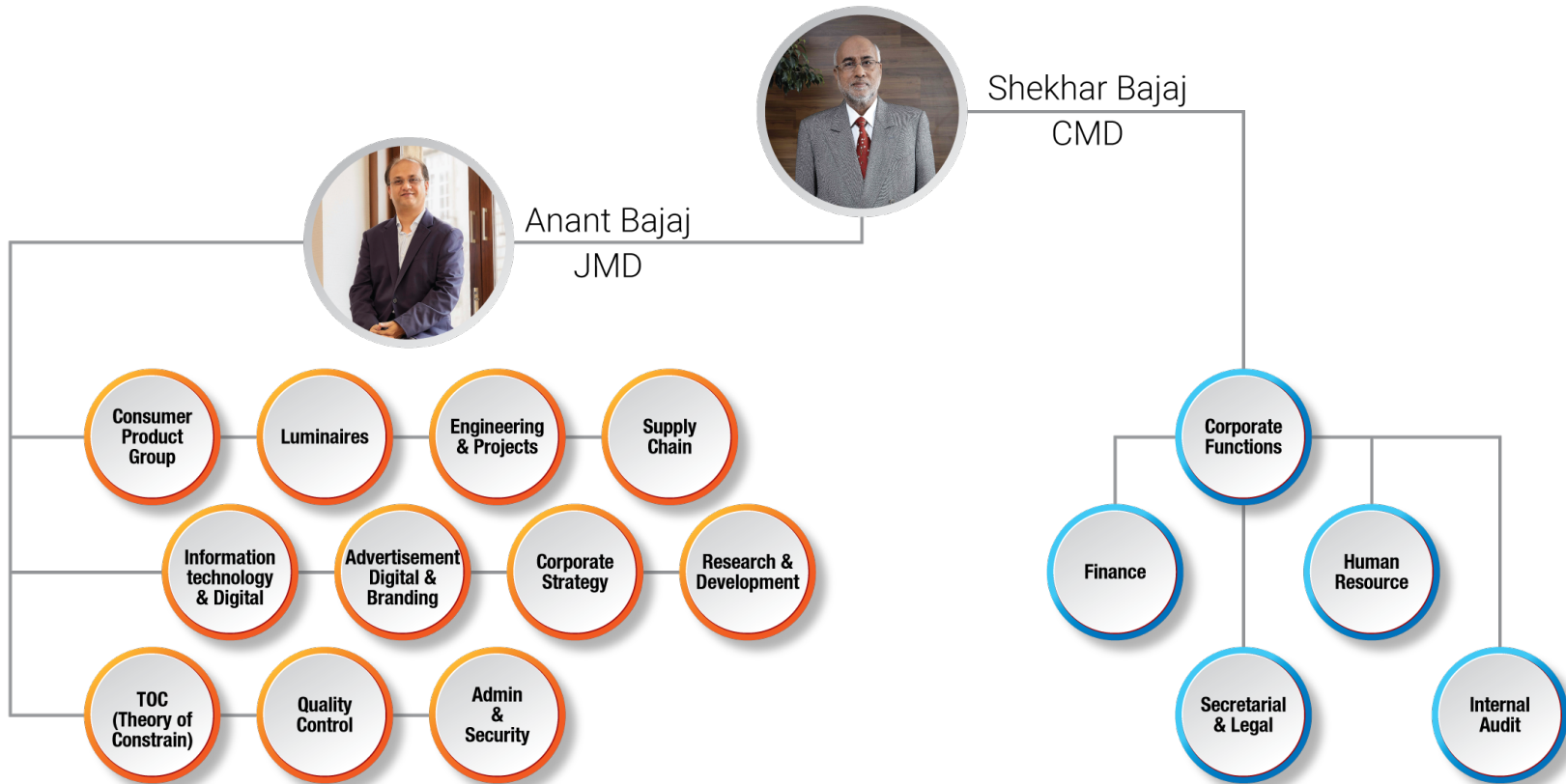
Consumer Products Group



Industry and Infra



Organization Structure



Distribution Network

18 Branch
Offices

382
Distributors
(likely to be 450 + by
March 2019)

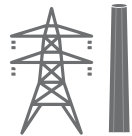
1,30,000
Over Retail Outlets
(approx. 1,60,000 by
March 2019)

468 consumer care
centers across the country



Great strengths in Distribution, Logistics,
Supply Chain , Sourcing Arrangement,
Project execution, R&D and Marketing

Manufacturing Facilities / Sourcing Arrangements



High Masts, Poles & Towers

Own Factories at **Ranjangaon and Chakan** near Pune.



Luminaires

Own Factory at **Chakan**

Sourcing from vendors situated at **Daman, Himachal**, imports from **China**



Fans

Own Factory at **Chakan**

Sourcing from vendors situated at **Hyderabad, Himachal** and imports from **China**



Appliances

Sourcing from vendors situated at **Noida, Delhi, Himachal** and imports from **China**

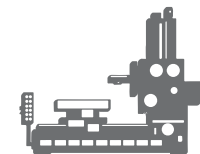
Manufactured at sister concern **Starlite Lighting Limited, Nashik**



Consumer Lighting Products

Own Factory at **Chakan** and Sourcing from vendors

Manufactured by sister concern **Hind Lamps Limited, Shikohabad and Starlite Lighting Limited**



Contract Manufacturing

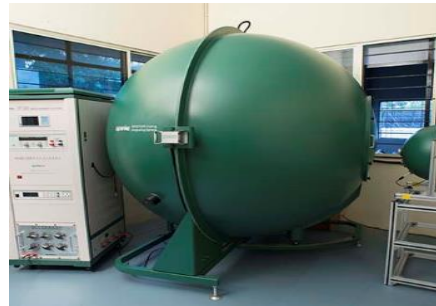
With strong Vendor base, with high degree of Influence on manufacturing, Costing, Product Technology, Sub Vendors nomination, Manufacturing systems and Quality processes

Manufacturing Unit - Ranjangaon



Poles & High-mast factory at Ranjangaon, Pune, India

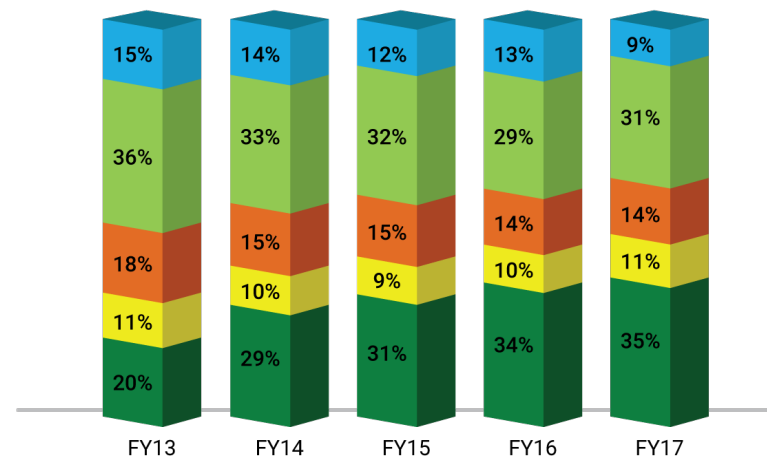
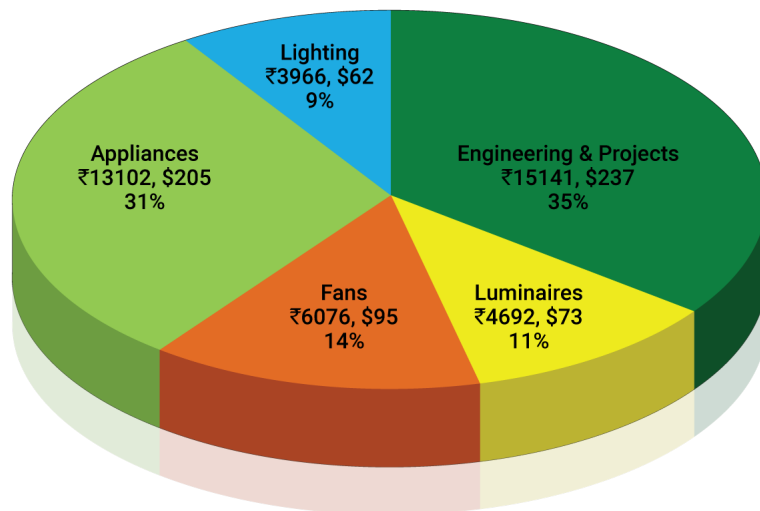
Manufacturing Unit - Chakan



Fans, Lighting & Luminaires factory at Chakan, Pune, India

Business Performance

SBU Revenue Mix (FY 17)
(Rs/\$ in Million)

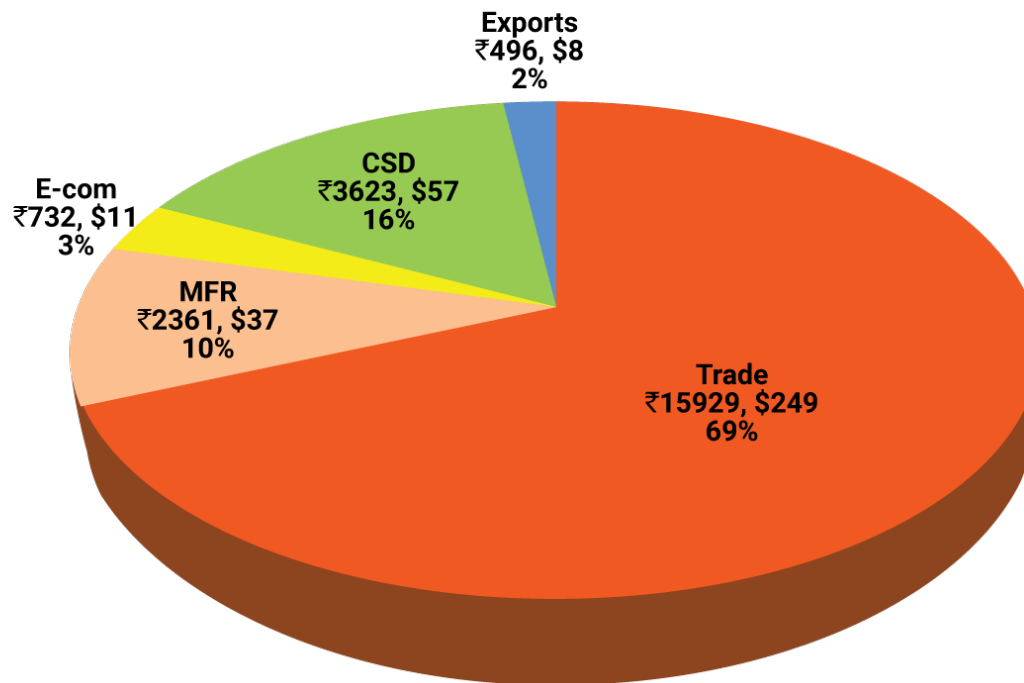


■ Lighting
 ■ Appliances
 ■ Fans
 ■ Luminaires
 ■ Engg. & Proj

Consumer facing Businesses 54%

Industry & Infrastructure facing Businesses 46%

Consumer Products – Channel wise Sales Contribution for FY 17



(Rs/\$ in Million)

■ Trade
 ■ MFR
 ■ E-com
 ■ CSD
 ■ Exports

International Tie Ups



Delta Control of Canada for IBMS



Goeee of USA for IOT based lighting solutions



Marketing arrangements with
Teleco Automation – Italy



Greystone of Canada & Magnum Energy of USA for wired & wireless sensors



CREE Lighting – USA, Securiton – Switzerland for Luminaires



Disney of USA & Midea of China for Fans



Morphy Richards of UK to develop, manufacture & sell small appliances in India & SAARC nations

Key Strengths



Nationwide distribution network with wide urban, retail and rural penetration

Strong brand positioning and wide product portfolio to drive growth

Capabilities of Design, engineering, supply, execution and commissioning of turn Key Projects

Experienced management team backed by a distinguished board

Robust and sustainable Business Strategy

Strong Financial and Governance track record

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

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

Rollout fully successful, with majority states shall be completed by Mar-18

RREP Update

District Covered

440 (411 Rurban and
29 Urban)

No. of Distributors

382 (61 distributors in Urban &
321 Distributors in Rurban)

9 States with 100%
Rollouts done:

Maharashtra, Tamilnadu, Bihar,
Haryana, Chhattisgarh, Odisha,
Karnataka, West Bengal & Jharkhand

New Roll Outs commenced in **Rajasthan,**
Gujarat & Uttarakhand

Kerala, J & K, North East and HP will be
covered by **Sep-18**

Number of Retailers mapped to
Distributors > **1,30,000**

Provisional Sales Figures for the month: Jan'18

	Rs./\$ Mln		
Segment	Jan-18	Jan-17	Growth
Consumer Products	Rs. 2,040 / \$32	Rs. 1,710 / \$27	19.3%
EPC	Rs. 2,040 / \$32	Rs. 1,720 / \$27	18.6%
Total	Rs. 4,080 / \$64	Rs. 3,430 / \$54	19.0%

Post the applicability of GST with effect from 1st July 2017, sales are required to be disclosed net of GST. Accordingly the sales figures are not comparable with the previous year period.

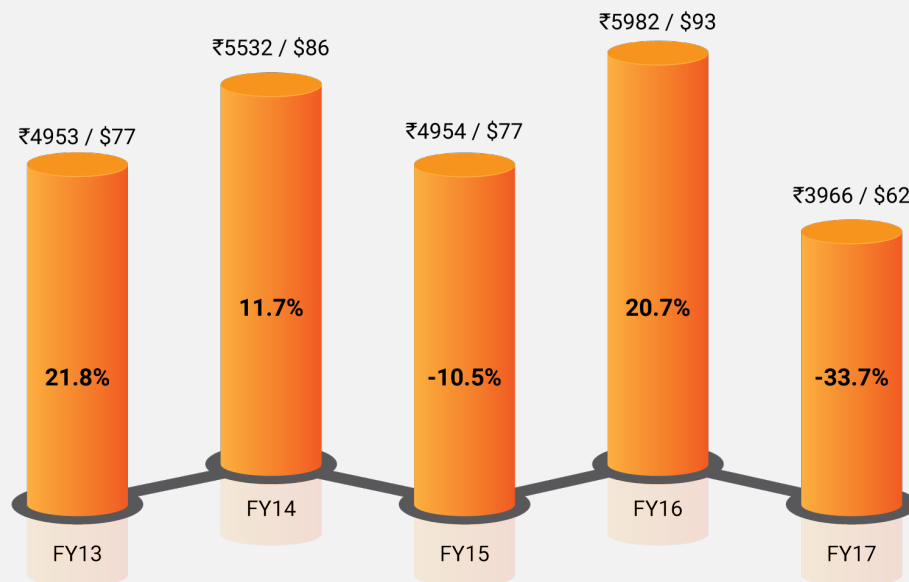
To make it comparable Jan 18 figures need to be increased by approximately 8% - 10%.

Consumer Products - Lighting



CAGR (FY 13 – FY 17) : -5.4%

(Rs./\$ In Millions)



Percentages denote growth over previous year

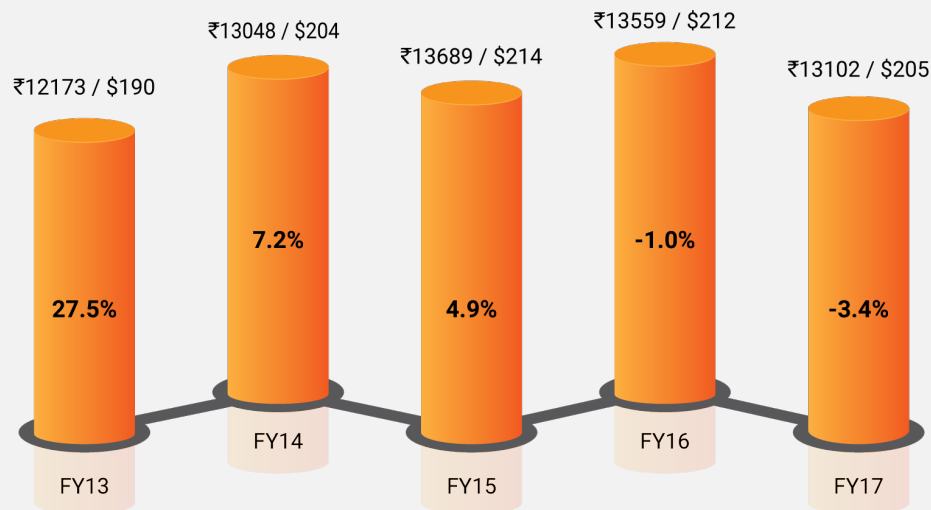
\$ 1 = Rs. 64

Consumer Products - Appliances



CAGR (FY 13 – FY 17) : 1.9%

(Rs./\$ In Millions)



Percentages denote growth over previous year

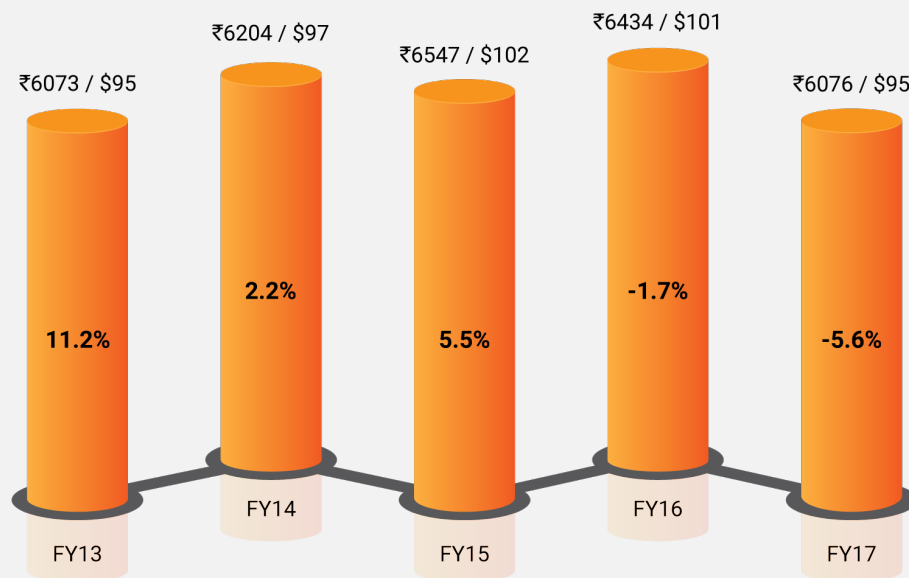
\$ 1 = Rs. 64

Consumer Products - Fans



CAGR (FY 13 – FY 17) : 0%

(Rs./\$ In Millions)



Percentages denote growth over previous year

\$ 1 = Rs. 64

Industry size and BEL Market share in Major Appliances

Product Category	Industry Size Volume	Industry Size Value		Bajaj Volume Market Share% (Retail Market)	Rank in terms of Volume Market Share (Retail Market)	Period (Source)
	(in thousands)	INR	USD			
Mixer Grinder	8,705	24,283	379	22%	#1	Dec'16-Nov'17 (GFK)
Food Processor	253	1,418	22	32%	#1	Dec'16-Nov'17 (GFK)
Chopper & Hand Blender	1,158	1,283	20	9%	#4	Dec'16-Nov'17 (GFK)
Microwave	1,129	12,334	193	2%	#7	Jan'17-Dec'17 (GFK)
Electric Water Heater	2,313	13,325	208	17%	#1	Sep'16-Aug'17 (GFK)
Iron	11,437	8,127	127	29%	#1	Oct'16-Sep'17 (GFK)
Air Cooler	2,751	23,931	374	8%	#3	Jan'17-Dec'17 (GFK)
JMG	1,705	4,528	71	20%	#2	Nov'16-Oct'17 (GFK)
Juice Extractor	215	764	12	13%	#2	Nov'16-Oct'17 (GFK)
Rice Cooker	2,348	4,657	73	8%	#4	Oct'16-Sep'17 (GFK)
Fans	40,000	59,500	930	12%	#5	Jan'17-Dec'17 (MP)

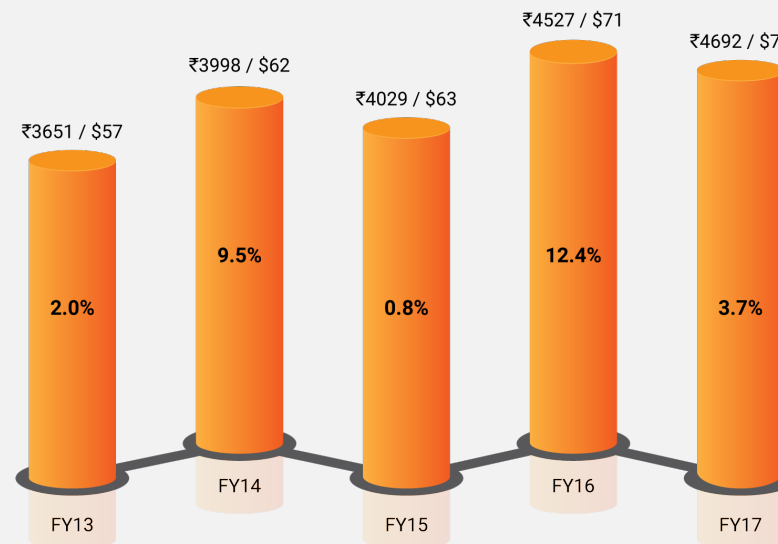
Source: * GFK – Market research data
MP- Market Pulse

Luminaires



CAGR (FY 13 – FY 17) : 6.5%

(Rs./\$ In Millions)



Percentages denote growth over previous year

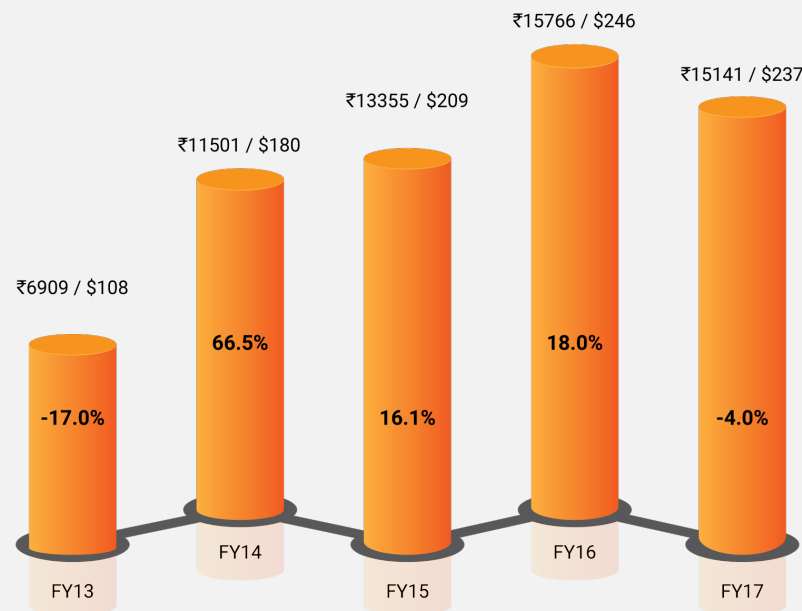
\$ 1 = Rs. 64

Engineering and Projects



CAGR (FY 13 – FY 17) : 21.7%

(Rs./\$ In Millions)



Percentages denote growth over previous year

\$ 1 = Rs. 64

Engineering & Projects

ORDERS IN HAND

As on 1st Feb, 2018

In Million



Segment	INR	USD
Power Distribution	21,352	334
Transmission Line Tower	7,956	124
Illumination EPC	1,415	22
TOTAL	30,723	480

5 Years Financial Performance

In Rs./\$ Mln

Particulars	FY-13		FY-14		FY-15		FY-16		FY-17	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Net Sales	33,809	528	40,240	629	42,581	665	45,903	717	42,617	666
PBIDT	1,109	17	818	13	890	14	2,642	41	2,428	38
% Sales	3.28%		2.03%		2.09%		5.76%		5.70%	
Interest	690	11	783	12	1,051	16	1,081	17	804	13
Depreciation	145	2	247	4	290	5	274	4	299	5
Operating profit	274	4	(212)	(3)	(451)	(7)	1,288	20	1,325	21
Other Income (Net)	168	3	153	2	243	4	481	8	356	6
Exceptional Income	247	4	-	-	-	-	-	-	-	-
PBT	690	11	(60)	(1)	(208)	(3)	1,769	28	1,680	26
% Sales	2.04%		-0.15%		-0.49%		3.85%		3.94%	
PAT	512	8	(54)	(1)	(140)	(2)	1,103	17	1,077	17
% Sales	1.51%		-0.13%		-0.33%		2.40%		2.53%	

Nine Months Performance

31st Dec, 2017

In Rs./\$ Mln

Particulars	Quarter Ended						9 Months Ended			
	Dec 2017		Sep 2017		Dec 2016		Dec 2017		Dec 2016	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Sales / Income from Operations	11,451	179	9,356	146	10,551	165	31,101	486	30,202	472
PBDIT	799	12	535	8	739	12	1,891	30	1,930	30
% to Sales	7.0%		5.7%		7.0%		6.1%		6.4%	
Interest	144	2	141	2	210	3	434	7	638	10
Depreciation	83	1	88	1	78	1	251	4	215	3
Profit before tax	572	9	307	5	452	7	1,206	19	1,077	17
Profit after tax	368	6	190	3	297	5	763	12	692	11
% to Sales	3.2%		2.0%		2.8%		2.5%		2.3%	

Nine Months Performance

31st Dec, 2017

In Rs./\$ Mln

Particulars	Quarter Ended						9 Months Ended			
	Dec 2017		Sep 2017		Dec 2016		Dec 2017		Dec 2016	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
A) Consumer Products										
Sales	6,002	94	5,141	80	5,895	92	15,838	247	17,035	266
EBIT	391	6	287	4	377	6	711	11	743	12
% to Sales	6.5		5.6		6.4		4.5		4.4	
B) Engg. & Projects									0.0	
Sales	5,449	85	4,213	66	4,654	73	15,261	238	13,161	206
EBIT	321	5	146	2	260	4	864	14	899	14
% to Sales	5.9		3.5		5.6		5.7		6.8	
C) Others										
Sales	0		1		2		2		6	
EBIT	(2)		(1)		(1)		(4)		-	
Total										
Sales	11,451	179	9,356	146	10,551	165	31,101	486	30,202	472
EBIT	710	11	432	7	636	10	1,571	25	1,642	26
% to Sales	6.2		4.6		6.0		5.1		5.4	



AB SQUARE - R&D Centre

The R&D Centre - 'AB SQUARE' - state of the art integrated R&D facility of Bajaj Electricals is set up with an objective of studying market needs and offer best solutions to consumers.

Recently AB SQUARE has been certified Platinum status for Leadership in Energy and Environmental Design (LEED) by the United States Green Building Council (USGBC) which is the highest Green Building Standard for its design, operation and maintenance that aims to help, building owners and operators to be environmentally responsible.

It is a remarkable achievement by Bajaj Electricals in the field of building design and construction. As a strong step towards commitment for protecting the environment, Bajaj Electricals went about this process by evaluating all the parameters and got themselves rated under their LEED BD+C Ver.3-2009 Rating Program which is the highest award in this category.

Growth Drivers



DIGITAL TRANSFORMATION

Core objective is to increase engagement with customers and enhance their Experience across digital channels.

Increase social media listening by analyzing online conversation to understand the pulse of the customer. This helps us generate great campaign insights



MANUFACTURING

With state of the art manufacturing facility at Ranjangaon (ISO 14000 and ISO 9001) and Chakan, we are equip to deliver the best possible services to its client.

The units consciously try to reduce its carbon footprint, minimize waste generation and manage water resources better.

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.

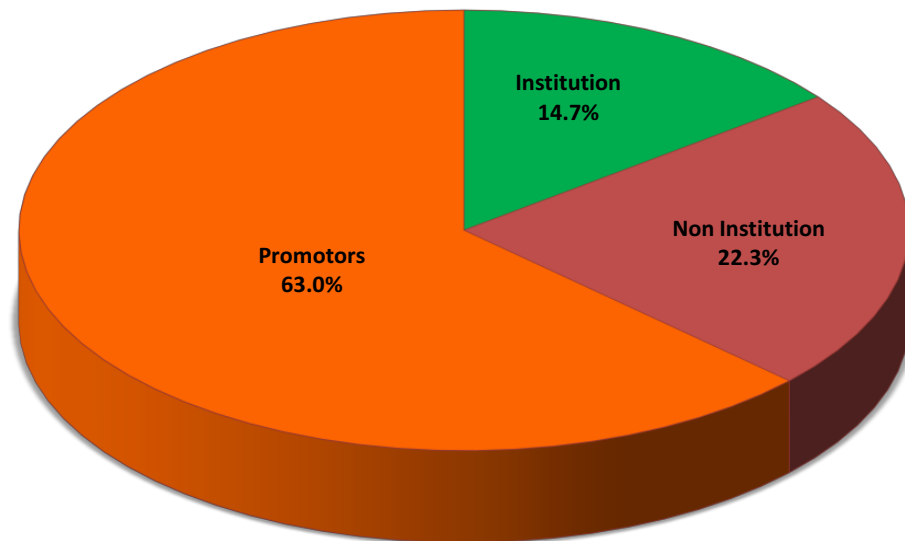


Evolution

	
2016-17	<ul style="list-style-type: none"> • Range Reach Expansion Program (RREP) and Organisational Restructuring • Set up of 'State of the Art' "Research and Development Centre"
2007-09	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • "Mission Excell" – Change Management initiative undertaken • Rights Issue of Rs 108 Million in October 2003 • Shifted vendor base to Himachal & Uttaranchal
2000-02	<ul style="list-style-type: none"> • Set up High Mast and TLT manufacturing unit at Ranjangoan near Pune • Tied up with Morphy Richards
1971-99	<ul style="list-style-type: none"> • 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
1938-70	<ul style="list-style-type: none"> • 1938 - Commenced operations in Lahore in the name of Radio Lamps Works Limited • 1960 – Renamed " Bajaj Electricals Limited" • Company started marketing small appliances & lighting products reserved for manufacturing by the Small Scale Sector

Share Holding Pattern

as on December 31, 2017



Sl. No.	NAME OF THE SHAREHOLDER	as a % of total
1	CAISSE DE DEPOT ET PLACEMENT DE QUEBEC – ENAM ASSET MANAGEMENT	1.72
2	MSD INDIA FUND LTD	1.48
3	LONG TERM INDIA FUND	1.08
4	RELIANCE CAPITAL TRUSTEE CO LTD. – RELIANCE SMALL CAP FUND	1.46
5	PRINCIPAL TRUSTEE COMPANY PVT LTD. A/C PRINCIPAL MUTUAL FUND	1.07
6	UTI – FOCUSSED EQUITY FUND	1.06

Share Price Movement Since Feb' 2017



513.15 ▼ -5.75 (-1.11%)

BSE : Feb 14, 16:00

Open	518.80	Vol	48451
High	529.40	52 Week	584.80
Low	510.70	52 Week	226.00
Prev. Close	518.90		

	Bid	Offer
Price	513.60	516.50
Quantity	6.00	10.00

513.20 ▼ -0.80 (-0.16%)

NSE : Feb 14, 15:59

Open	518.40	Vol	475744
High	530.00	52 Week	584.70
Low	510.00	52 Week	225.60
Prev. Close	514.00		

	Bid	Offer
Price	0.00	513.20
Quantity	0	389

Awards and Recognitions

