



**Bajaj Electricals chairman and MD Shekhar Bajaj in Calcutta on Saturday.**

*A Telegraph picture*

# **Bajaj Elec turnover**

**A STAFF REPORTER**

**Calcutta, Nov. 5:** Bajaj Electricals, part of the Rs 35,000-crore diversified Bajaj Group, is eyeing a 20 per cent jump in turnover at Rs 3,300 crore this fiscal over Rs 2,741 crore in 2010-11.

During the first half of this fiscal, net sales from operations rose 16.2 per cent to Rs 1,245.2 crore from Rs 1,071.9 crore in the same period last year.

The company also hopes to capture a bigger share in the rural market through its water purifiers.

The rural market currently contributes less than 15 per cent to its business and the target is to take it up to 25-30 per cent in the next two to three years. It is looking to expand its export market in eastern Europe and Africa.