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## Bajaj Electricals to focus on rural India

TIMES NEWS NETWORK

**Pune:** Electrical and home appliances major Bajaj Electricals Limited is planning a major push in India's vast rural market with an expanded product range.

The company's executive director R Ramakrishnan, told the media on Wednesday that the company is also planning to expand its product range both in terms of technology and pricing to match the requirements of the rural market. Ramakrishnan said the company will double the number of its rural outlets from 50,000 now to 1 lakh in two years' time. At that stage the company will have presence in over 5 lakh outlets across India, he said.

Ramakrishnan said some products in the pipeline include LED torches and lanterns and economy range of kitchen mixers and irons directed at the rural consumer. Bajaj Electricals introduced on Wednesday its new range of pressure cookers with a newly devised pressure regulating system (PRS). The company also unveiled Auto Lift irons that stand at an angle on its own when left unattended.

Ramakrishnan said the company will continue to expand its range of both electrical and non-electrical products such as gas stoves, water purifiers and pressure cookers. In the electrical range, he said, the company will introduce entertainment products in collaboration with a suitable international brand.