bajaj corp limited

March 13, 2018

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 023 Fax No.2272 3121/2037/2039 **Stock Code: 533229**	National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No.C/1, 'G' Block Bandra- Kurla Complex Bandra East Mumbai 400 051 Fax No.2659 8237/8238 **Stock Code: BAJAJCORP**

Dear Sir/ Madam,

Sub: Receipt of Asia's most Valuable Brand Award.

With regards to the captioned matter and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the Company's Flagship Brand "Bajaj Almond Drops Hair Oil", has been recognized as one of Asia's most valuable brands at the 6th Asian Brand and leadership summit held at the Ritz Carlton Hotel in Singapore. This award is a distinctive and premier recognition for a brand recognized as a leader in its industry category based on previous and current year market standing and consumer preference. It is a result of authentic customer validation and is entirely processed through a superior algorithm-based voting engine by one Asia's leading brand equity research and consulting firm ibrands 360. On behalf of Bajaj Corp Ltd, Mr Sandeep Verma (President – Sales,Marketing and R&D), received the award from Mr Taha Coburn (Chairman of UK Asian Business Council) and Mr Rohit Ohri (Group Chairman & CEO FCB India).

About Bajaj Almond Drops Hair Oil:
Bajaj Almond drops hair oil is India's No 1 hair oil brand. With the ingredients of almond oil & 300% extra Vitamin-E, Bajaj Almond Drops Hair Oil helps in making your hair stronger. It is light and non-sticky as compared to other heavy sticky oils and thus helps you to get a hassle-free oiling experience. It does not freeze in winters and hence you need not take the efforts of heating your oil in winters unlike other sticky oils. Also, its pleasant fragrance makes it a perfect companion for a night out or a regular day at work or college.

You are requested to take the same on record.

Thanking you,

Yours faithfully,
For Bajaj Corp Limited

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Hitesh Kanani
General Manager – Company Secretary
Membership No.: FCS 6188