bajaj corp limited

April 9, 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 Sirs,

Sub: Receipt of ACEF Global Customer Engagement 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 awarded Silver Prize at the 7th ACEF Global Customer Engagement Awards in the BTL Effectiveness category for its Guinness World Record campaign.

The BTL effectiveness category is focussed on effective activations which helped engage consumers through an on-ground activity and showed effective results in terms of outcomes.

You are requested to take the same on record.

Thanking you,

Yours faithfully,
For Bajaj Corp Limited

Kanani

Hitesh Kanani
General Manager-Company Secretary
Membership No. FCS 6188