

L-1/1726/MGP

June 6, 2018

To,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai 400001

: Code No. 500031

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai 400051

: Symbol: BAJAJELEC – Series: EQ

Dear Sirs,

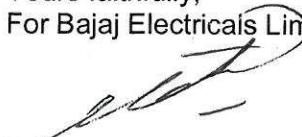
Re.: Participation in the “B&K’s Annual Investor Conference – Trinity India 2018”

Further to our letter No.L-1/1723/MGP dated May 31, 2018 and pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of presentation to be made by the Company in the ‘B&K’s Annual Investor Conference – Trinity India 2018’ organised by Batlivala & Karani Securities India Private Limited on Wednesday, June 6, 2018 from 10.00 AM to 6.00 PM (IST) at Hotel Trident, Bandra Kurla Complex, Mumbai.

We request you to take the above information in your records.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited



Mangesh Patil
EVP – Legal & Taxation and Company Secretary

Encl.: as above.



Bajaj Electricals Ltd.

Inspiring Trust



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 grey suit stands on a large, dark rock, looking through a telescope. The background is a soft, hazy sky with a warm glow, suggesting a sunrise or sunset over a body of water.

Our Vision

Enhancing Quality of
Life and bringing
Happiness with
Sustainability

Our Core Values

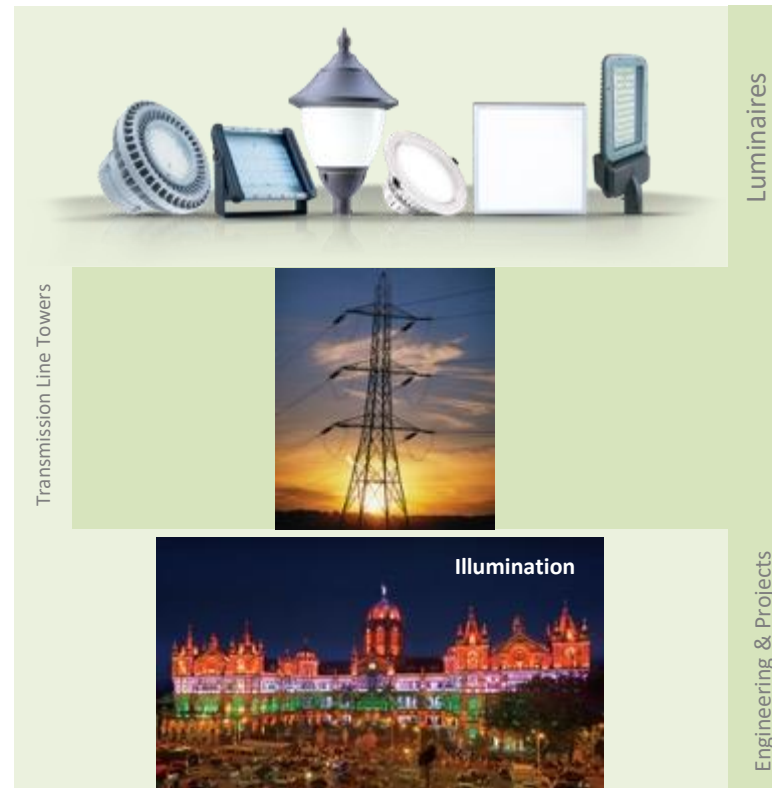
- Integrity
- Trust
- Team Work
- Empowerment
- Customer Delight
- Innovation

Diversified Business Portfolio

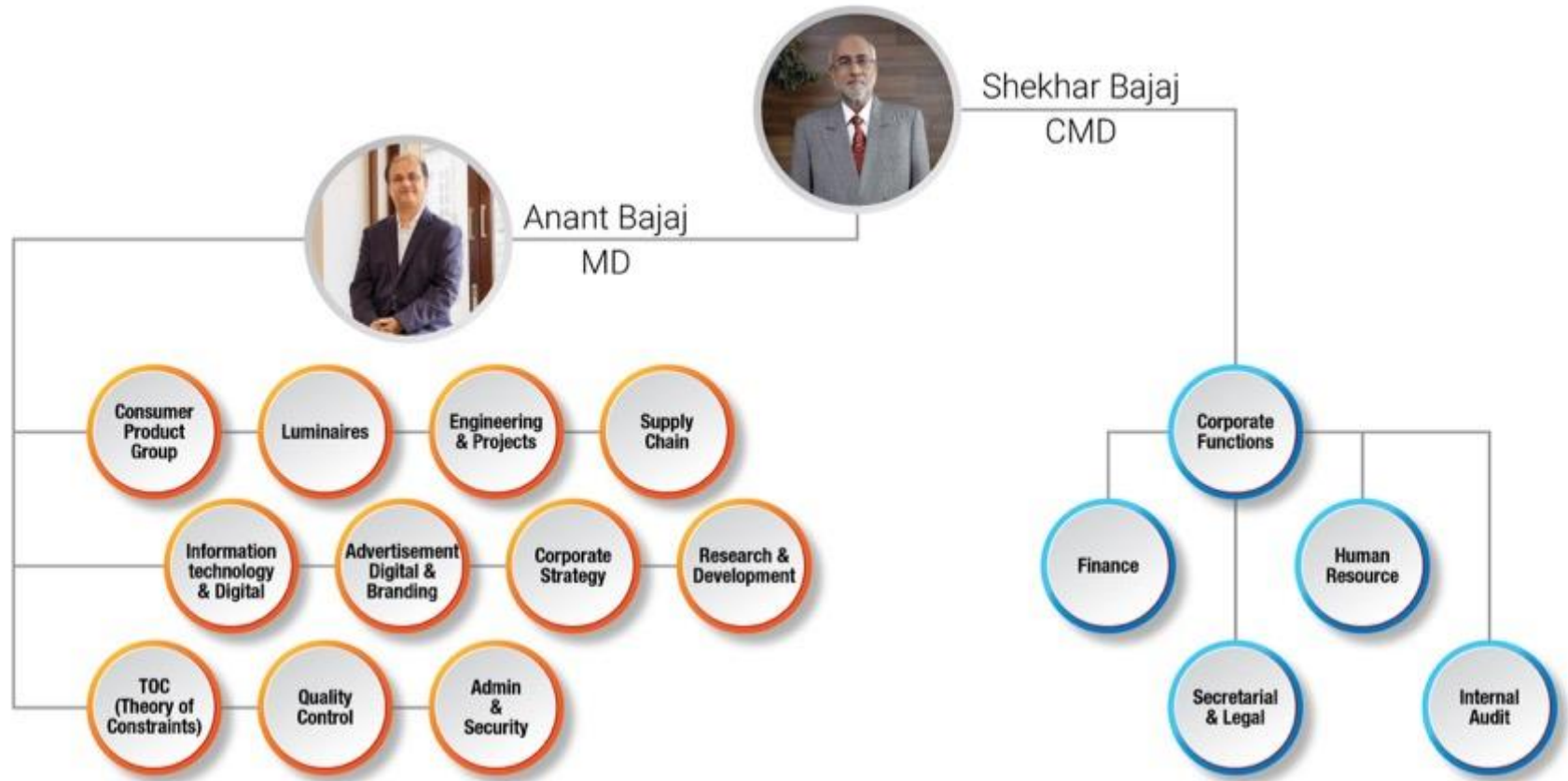
Consumer Products Group



Industry and Infra



Organization Structure



Distribution Network

18 Branch
Offices

410
RREP
Distributors
(likely to be 450 + by
March 2019)

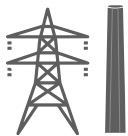
1,52,000
Over Retail Outlets
(approx. 2,00,000 by
March 2019)

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

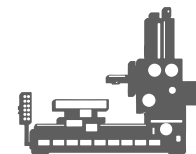
Manufactured
at sister concern
Starlite Lighting
Limited, **Nashik**



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

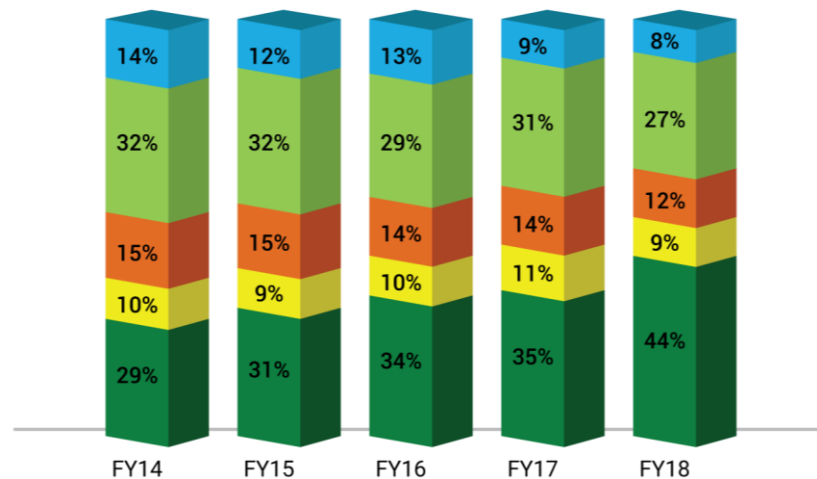
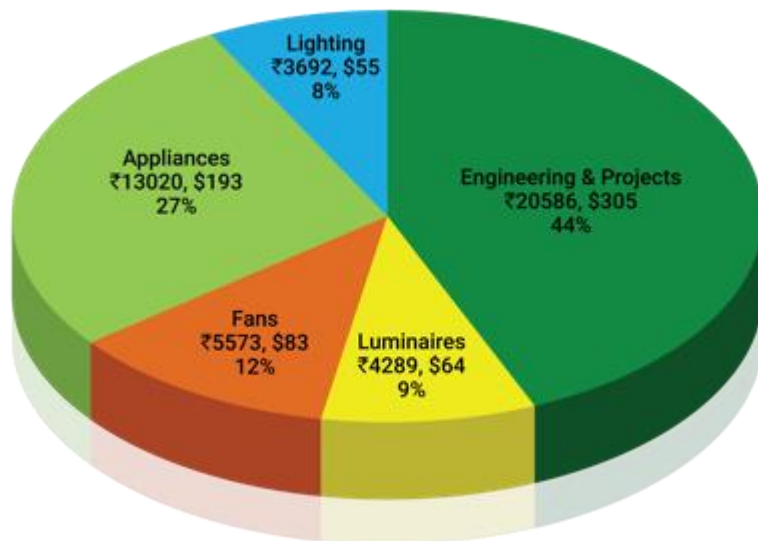


Fans, Lighting & Luminaires factory at Chakan, Pune, India

Business Performance

SBU Revenue Mix (FY 18)

(Rs/\$ in Million)

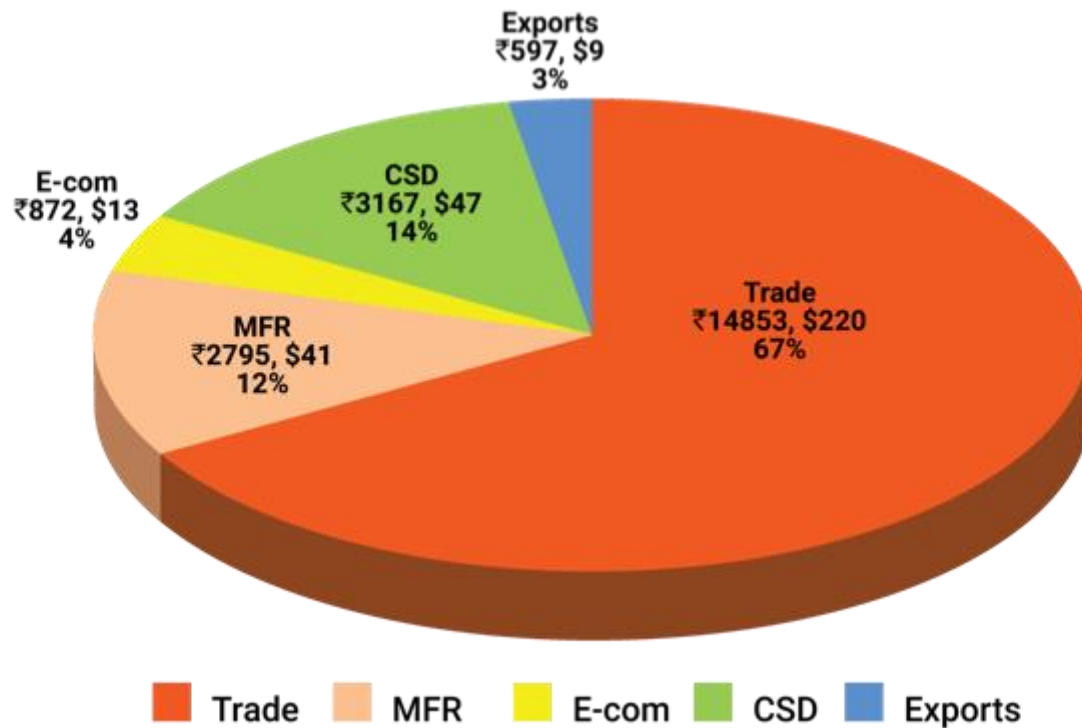


■ Lighting
 ■ Appliances
 ■ Fans
 ■ Luminaires
 ■ Engg. & Proj

Consumer facing Businesses 47%

Industry & Infrastructure facing Businesses 53%

Consumer Products Sales Channel - FY 18



(Rs/\$ in Million)

International Tie Ups



Delta Control of Canada for IBMS



Goovee 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, majority states completed, Himachal, NE states by Sep-18

RREP Update

Districts Covered

501 (468 Rurban and
33 Urban)

No. of Distributors

410 (60 distributors in Urban &
350 Distributors in Rurban)

16 States with 100%
Rollouts done:

Maharashtra, Tamilnadu, Bihar,
Haryana, Chhattisgarh, Odisha,
Karnataka, West Bengal, Jharkhand,
Delhi, Punjab, Rajasthan, Goa, Madhya
Pradesh, Andhra Pradesh & Telangana

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

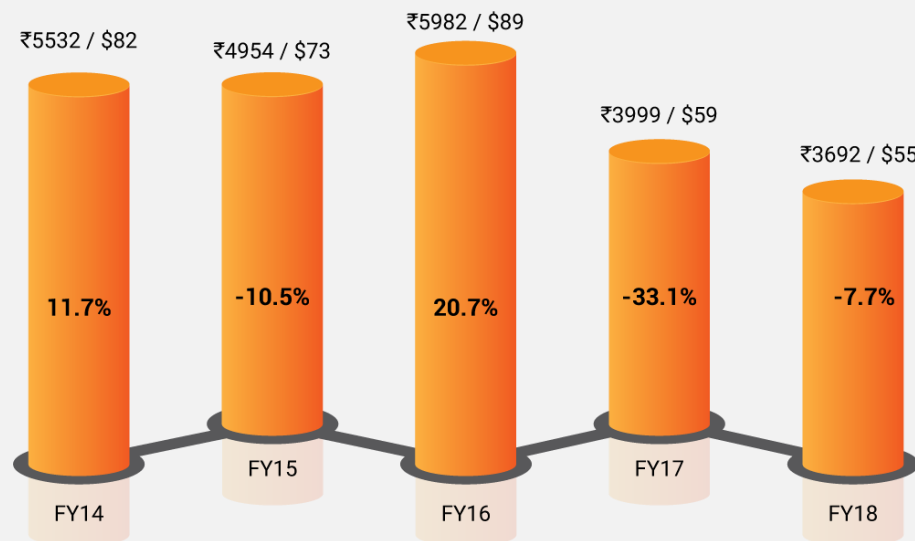
Number of Retailers mapped to
Distributors > **1,52,000**

Consumer Products - Lighting



CAGR (FY 14 – FY 18) : -9.6%

(Rs./\$ In Millions)



Percentages denote growth over previous year

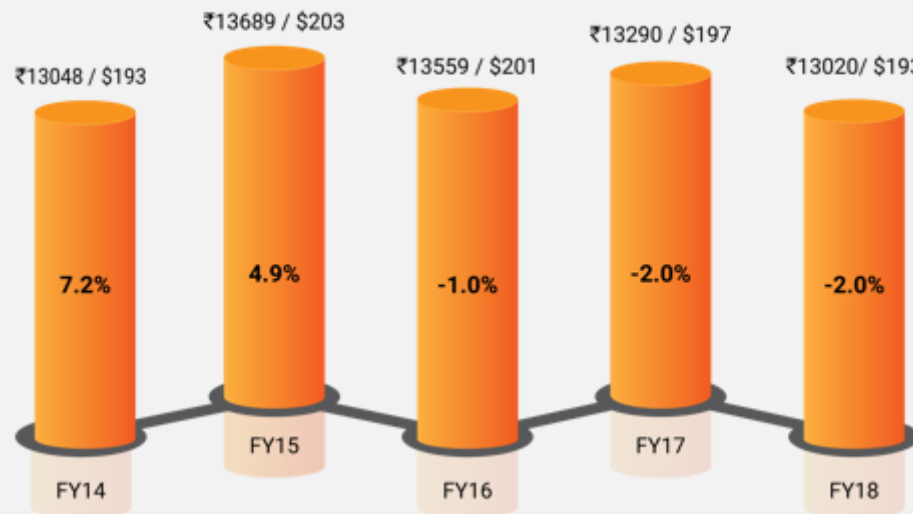
\$ 1 = Rs. 67.5

Consumer Products - Appliances



CAGR (FY 14 – FY 18) : -0.1%

(Rs./\$ In Millions)



Percentages denote growth over previous year

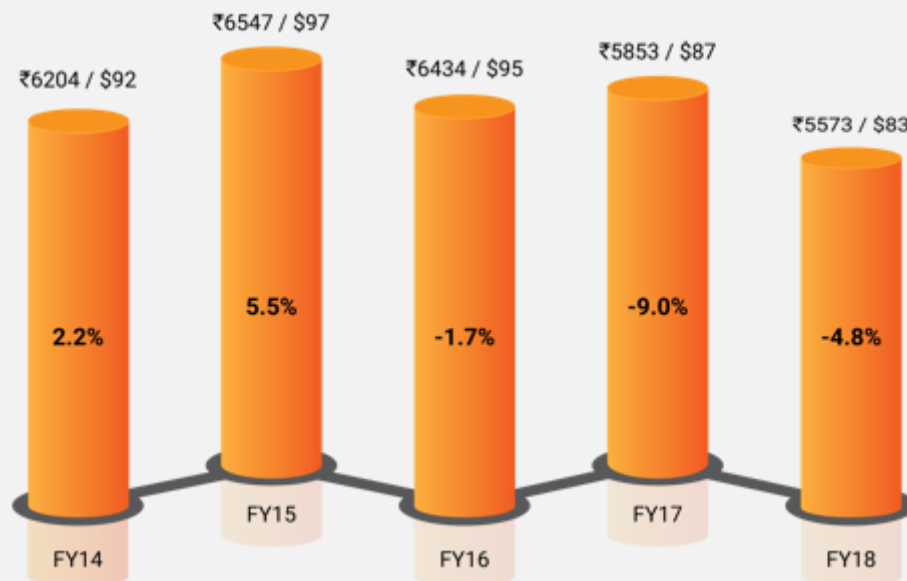
\$ 1 = Rs. 67.5

Consumer Products - Fans



CAGR (FY 14 – FY 18) : -2.6%

(Rs./\$ In Millions)



Percentages denote growth over previous year

\$ 1 = Rs. 67.5

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	360	22%	#1	Dec'16-Nov'17 (GFK)
Food Processor	253	1,418	21	32%	#1	Dec'16-Nov'17 (GFK)
Chopper & Hand Blender	1,158	1,283	19	9%	#4	Dec'16-Nov'17 (GFK)
Microwave	1,129	12,334	183	2%	#7	Jan'17-Dec'17 (GFK)
Electric Water Heater	2,313	13,325	197	17%	#1	Sep'16-Aug'17 (GFK)
Iron	11,437	8,127	120	29%	#1	Oct'16-Sep'17 (GFK)
Air Cooler	2,751	23,931	355	8%	#3	Jan'17-Dec'17 (GFK)
JMG	1,705	4,528	67	20%	#2	Nov'16-Oct'17 (GFK)
Juice Extractor	215	764	11	13%	#2	Nov'16-Oct'17 (GFK)
Rice Cooker	2,348	4,657	69	8%	#4	Oct'16-Sep'17 (GFK)
Fans	40,000	59,500	930	12%	#5	Jan'17-Dec'17 (MP)

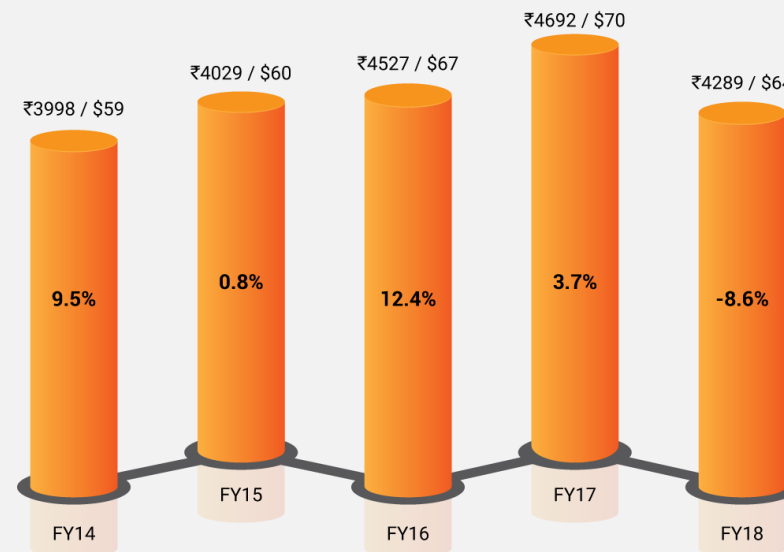
Source: * GFK – Market research data
MP- Market Pulse

Luminaires



CAGR (FY 14 – FY 18) : 1.8%

(Rs./\$ In Millions)



Percentages denote growth over previous year

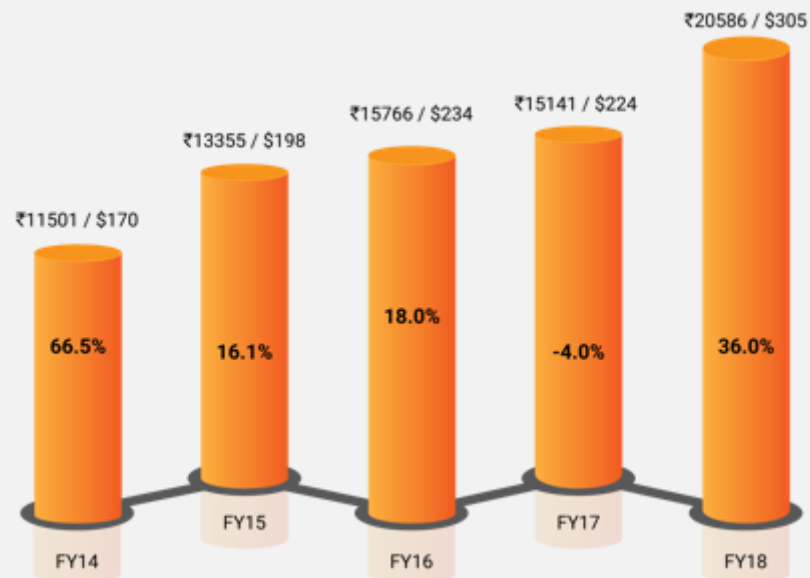
\$ 1 = Rs. 67.5

Engineering and Projects



CAGR (FY 14 – FY 18) : 15.7%

(Rs./\$ In Millions)



Percentages denote growth over previous year

\$ 1 = Rs. 67.5

Engineering and Projects

ORDERS IN HAND

As on 1st May, 2018

In Million



Segment	INR	USD
Power Distribution	73,042	1,082
Transmission Line Tower	14,329	212
Illumination EPC	1,971	29
TOTAL	89,342	1,323

5 Years Financial Performance

In Rs./\$ Mln

Particulars	FY-14		FY-15		FY-16		FY-17		FY-18	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Net Sales	40,240	596	42,581	631	45,903	680	42,617	631	47,074	697
PBIDT	818	12	890	13	2,642	39	2,428	36	2,934	43
% Sales	2.03%		2.09%		5.76%		5.70%		6.23%	
Interest	783	12	1,051	16	1,081	16	804	12	589	9
Depreciation	247	4	290	4	274	4	299	4	339	5
Operating profit	(212)	(3)	(451)	(7)	1,288	19	1,325	20	2,006	30
Other Income (Net)	153	2	243	4	481	7	356	5	532	8
PBT & Exceptional Income	(60)	(1)	(208)	(3)	1,769	26	1,680	25	2,538	38
% Sales	-0.15%		-0.49%		3.85%		3.94%		5.39%	
Exceptional Income	-	-	-	-	-	-	-	-	894	13
PBT	(60)	(1)	(208)	(3)	1,769	26	1,680	25	1,645	24
% Sales	-0.15%		-0.49%		3.85%		3.94%		3.49%	
PAT	(54)	(1)	(140)	(2)	1,103	16	1,077	16	836	12
% Sales	-0.13%		-0.33%		2.40%		2.53%		1.78%	

Performance – Year Ended 31st Mar, 2018

In Rs./\$ Mln

Particulars	Quarter Ended						Year Ended			
	Mar 2018		Dec 2017		Mar 2017		Mar 2018		Mar 2017	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Sales / Income from Operations	16,063	238	11,451	170	12,781	189	47,164	699	42,983	637
PBDIT	1,575	23	799	12	853	13	3,466	51	2,784	41
% to Sales	9.8%		7.0%		6.7%		7.3%		6.5%	
Interest	155	2	144	2	166	2	589	9	804	12
Depreciation	89	1	83	1	84	1	339	5	299	4
Profit before tax and Exceptional items	1,332	20	572	8	603	9	2,538	38	1,680	25
% to Sales	8.3%		5.0%		4.7%		5.4%		3.9%	
Less: Exceptional items	894	13	-	-	-	-	894	13	-	-
Profit before tax and Exceptional items	438	6	572	8	603	9	1,645	24	1,680	25
Profit After tax	73	1	368	5	384	6	836	12	1,077	16
% to Sales	0.5%		3.2%		3.0%		1.8%		2.5%	

Segment Performance – 31st Mar, 2018

In Rs./\$ Mln

Particulars	Quarter Ended						Year Ended			
	Mar 2018		Dec 2017		Mar 2017		Mar 2018		Mar 2017	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
A) Consumer Products										
Sales	6,446	96	6,002	89	6,108	90	22,285	330	23,142	343
EBIT	376	6	391	6	247	4	1,087	16	990	15
% to Sales	5.8		6.5		4.0		4.9		4.3	
B) Engg. & Projects										
Sales	9,615	142	5,449	81	6,672	99	24,876	369	19,833	294
EBIT	1,082	16	321	5	518	8	1,946	29	1,417	21
% to Sales	11.2		5.9		7.8		7.8		7.1	
C) Others										
Sales	1	0	0	0	1	0	4	0	7	0
EBIT	(1)	-	(2)	-	(2)	-	(5)	-	(2)	-
Total										
Sales	16,063	238	11,451	170	12,781	189	47,164	699	42,983	637
EBIT	1,457	22	710	11	763	11	3,028	45	2,405	36
% to Sales	9.1		6.2		6.0		6.4		5.6	



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.



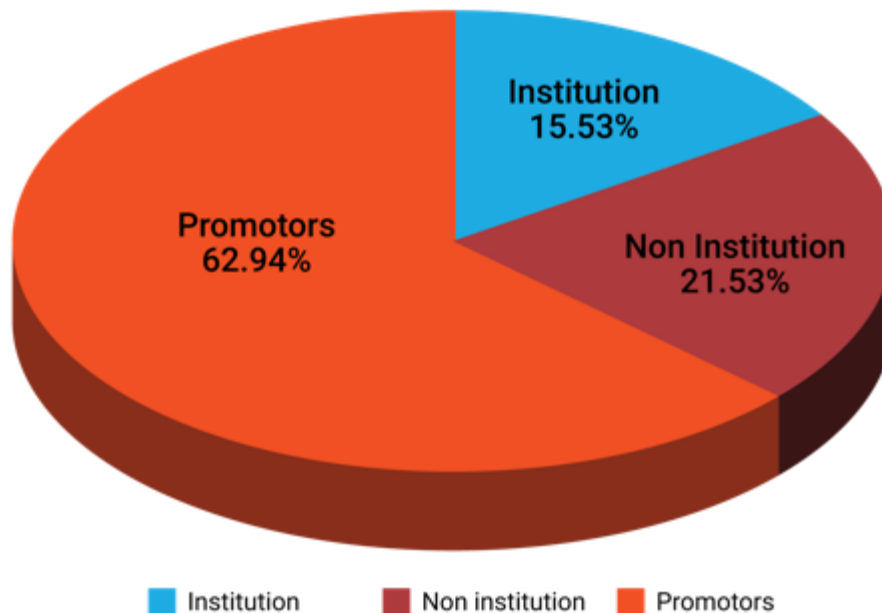
Evolution



2016-17	• Range Reach Expansion Program (RREP) and Organisational Restructuring • Set up of 'State of the Art' "Research and Development Centre"
2007-09	• 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	• "Mission Excell" – Change Management initiative undertaken • Rights Issue of Rs 108 Million in October 2003 • Shifted vendor base to Himachal & Uttaranchal
2000-02	• Set up High Mast and TLT manufacturing unit at Ranjangoan near Pune • Tied up with Morphy Richards
1971-99	• 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	• 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 March 31, 2018



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	1.46
3	LONG TERM INDIA FUND	1.08
4	RELIANCE CAPITAL TRUSTEE CO LTD. – RELIANCE SMALL CAP FUND	2.04
5	PRINCIPAL TRUSTEE COMPANY PVT LTD. A/C PRINCIPAL MUTUAL FUND	1.28
6	UTI – FOCUSSED EQUITY FUND	1.09

Share Price Movement

Since May' 2017

Bajaj Electricals Ltd
NSE: BAJAJELEC

544.20 INR **+10.60 (1.99%)** ↑

1 Jun, 2:49 PM IST · Disclaimer

1 day

5 days

1 month

1 year

5 years

Max



Open	539.90
High	554.00
Low	521.25
Mkt cap	56.72B
P/E ratio	50.94

Div yield	0.64%
Prev close	533.60
52-wk high	705.80
52-wk low	295.20

