



ICONIC

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BAJAJ GROUP

Standing tall in the ever-flourishing market of India, Bajaj Group has proved its mettle in every sector it has stepped into. One of the largest and oldest conglomerates of India, the success story of this herculean Group is an inspiration to all. In the present times, the Group marks its presence into diversified areas such as automobiles, home appliances, lighting, iron and steel, insurance, travel and finance

Tracing the long journey of a great conglomerate like Bajaj Group not only unveils the hard work and dedication that goes into the establishment of a successful enterprise but also inspires an individual to realize the fact that nothing is impossible if one has the will power to achieve his/her dreams.

It was in 1926 that Jammalal Bajaj decided to lay down the foundation of Bajaj Group. Headquartered at Pune, the Group is mainly involved in the manufacturing of two- and three-wheeler vehicles. Its automotive arm, Bajaj Auto is ranked as the fourth largest two- and three-wheeler manufacturer in the world.

The firm majorly manufactures and sells motorcycles, scooters, auto-rickshaws and cars. It is the largest exporter of motorcycles and three-wheelers in the country. Today, Bajaj Auto Limited is reaching the heights of success under the able leadership of its Chairman Mr. Rahul Bajaj who took the charge in 1965. His endeavors have helped the company in achieving a turnover of INR 120 billion from INR 72 million and have also expanded the product portfolio in a global market. The company is also a well-known name in the countries across Latin America, Africa, the Middle East, and South & South East Asia.

AN ILLUSTRIOUS HISTORY

The name Bajaj is also linked with the history of the nation. The founder, Jammalal Bajaj was very close to Mahatma Gandhi and was also his adopted son. He instilled the values and ethics that he learned from Gandhiji in his establishment too. This is the reason that today Bajaj is counted among the most trusted brands of the nation.

On 29 November 1944, Bajaj Auto Limited came into existence as M/s Bachraj Trading Corporation Private Limited. In the beginning the company used to sell imported two- and three-wheelers in India. However, in the year 1959, it obtained a license from the Government of India to manufacture two-wheelers and three-wheelers and turned into a public limited company in 1960. With the passage of time, its manufacturing and selling quality improved from 100,000 vehicles in 1977 to 500,000 vehicles in 1986. The company took a turn in the year 1986 when it





changed its image from a scooter manufacturer to a two-wheeler manufacturer with the launch of motorcycles.

The company has its manufacturing plants in Chakan (Pune), Waluj (near Aurangabad) and Pantnagar in Uttarakhand. Its two-wheelers include Bajaj V, Bajaj V Avenger, Avenger Cruise 220, Pulsar RS 200, Pulsar FOS, Pulsar 200 NS, Pulsar 220, Pulsar 180, Pulsar 150, Pulsar 135 LS Discover, New Discover 125, New Discover 150S, New Discover 150F, Platina 100, Platina 100 ES, CT 100, CT 100 Ninja, Ninja 650R and Ninja 300. Its products also include CT 100B, Boxer BM150X, Avenger 220 Cruise, Avenger 220 Street, Avenger 150 Street, Pulsar AS 150 and Maxima-Cargo.

THE ETHICAL STREAK

Bajaj Auto Limited understands the responsibilities that it has towards the society and its people. It has a “Code of Conduct”, under which specific rules and regulations are followed to attain better work environment. The company believes in equality and does not support any kind of discrimination. It also makes efforts to refine the skills of its employees to make them ready for future competitions and opportunities.

Apart from these steps which enhance the amicability of the work place in the company, Bajaj Auto also makes various contributions towards the nation through its CSR activities.

TOUR DE FORCE

- In 2004, Bajaj Auto received the Bike Maker of the Year award in ICICI Bank Overdrive Awards.
- The Company also received award for The Most Customer Responsive Company in Automobiles category.

QUANTUM LEAPS

- It is the sixth-largest manufacturer of motorcycles in the world and the second-largest in India.
- The company is also India's 23rd largest publicly traded company by market value on May 2015 with a market capitalization of US\$9.5 billion.