

# Bajaj Elec to double ad spend for 25% sales growth goal

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**Mumbai:** Bajaj Electricals has sewn up an ambitious strategy to beat the blues associated with dismal fourth quarter (Q4) results which were announced on Monday.

The company will nearly double its overall advertising spend this fiscal to ₹75 crore from ₹38 crore last fiscal, and seek to boost sales turnover by 25% to ₹4,200 crore from ₹3,416 crore.

The ambitious targets come as the company is celebrating its platinum jubilee this year, said Anant Bajaj, joint MD.

The company's products and brands will now see "significant visibility", said Bajaj. This would aid the ongoing drive to augment distribution and product range.

So far, smart spending help raise the company's products' profile even without massive advertising. That strategy will continue. Only, visibility vis-a-vis competition will be higher, he said.

The exclusive Bajaj World (BW) stores, which number 42 in India, will go international through franchise agreements. "A store has already been opened in Nepal, and talks are currently on for opening in Ghana, Nigeria, Sri Lanka and South Africa," he said.

In India, 13 BW outlets will open in the next 45 days, and by fiscal-end, their overall figure will swell to 75. A ₹45 crore research and development centre will come up in Mumbai as well.

Its online retail site, launched six months ago, is now generating ₹6-10 lakh worth of business every month, which will only increase in future, he said.

The company's Q4 net profit plunged 99% on-year to ₹0.62 crore mainly due to restructuring of its engineering and projects (E&P) business.

E&P sales declined 22% to ₹285 crore and losses stood at ₹51 crore, a contrast to the ₹21 crore Q4 profit last fiscal.