

Bajaj Electricals bets big on appliances biz

Our Special Correspondent

Kolkata: Bajaj Electricals is betting big on its appliances business. Eyeing a turnover of ₹3,300 crore for the current fiscal, the company feels ₹1,000 crore alone should come from its home appliances (HA) business along with Morphy Richards, a premium HA brand from the UK, which it distributes in India.

It expects the engineering and projects (E&P) business to contribute ₹900-950 crore, fans, ₹500-550 crore, lighting ₹400-450 crore and the luminaire business, ₹350-400 crore.

Speaking to reporters in the city on Saturday, Shekhar Bajaj, chairman & managing director, Bajaj Electricals, observed that the company is reaping the benefits of the



■ **Shekhar Bajaj, chairman & managing director, Bajaj Electricals (R), in Kolkata on Saturday** — Prabir Bhattacharya

slowdown. "When things are slow, as in the current year, good brands benefit because people become more risk averse. This is when established brands do well. We have grown in the first six months by 16.2 per cent and expect another 20 per cent growth in the next six

months," he said.

The company is looking at an additional ₹2,000 crore in topline in the next six months.

According to Bajaj, consumers have taken a fancy to its induction cooking range. Consequently, Bajaj is looking at a turnover of ₹100 crore alone from induction cookers

from Bajaj and Morphy Richards together. From the consumer point of view, a cylinder costs ₹400 while an induction cooker saves almost ₹100 or 25 per cent in expenses and 29 per cent of cooking time.

With cooking gas prices heading northward, in October alone, Bajaj sold over 70,000 induction cookers in Bajaj and around 5,000 in Morphy Richards.

Last year the company entered LED products with both chargeable and non-rechargeable batteries. It has launched LED lanterns for the rural market priced at ₹895. This range has chargeable batteries with a life of 10 years and can last from 8-24 hours at a stretch.

It has also launched a low-priced water filter at ₹599 for

the rural market.

Bajaj Electricals to light up Vidyasagar Setu: The company has bagged a ₹4.5 crore order for the illumination of Vidyasagar Setu in Kolkata, where it is using a mix of LED, zenon and HID (high-intensity discharge) lighting for the first time in India. The project should be commissioned by two months, said Anant Bajaj, executive director, Bajaj Electricals.

It has also received a prestigious ₹3-crore order for the Fifa World Cup's first elimination matches. The one to be lit up is Cooperage Ground in Mumbai.

Earlier in the year, Bajaj had also lit up the Wankhede Stadium for the World Cup and had done street lighting for the Commonwealth Games.