
Bajaj Electricals to focus on online retail

Cogencis

New Delhi, May 13

Bajaj Electricals Ltd will focus more on boosting sales of consumer products through e-commerce route in 2013-14 (Apr-Mar), Joint Managing Director Anant Bajaj said on Monday.

Bajaj Electricals till recently was focussing on expanding its presence in tier 2 and tier 3 cities and rural parts in the country by supplying more products to retailers. However, the company is now witnessing such a good response

for its consumer products in the online retail space, that it has decided that online retail will be the focus area of expansion in 2013-14.

The company has tied up with major retail Web sites and sees online retail becoming a major contributor to its overall consumer products sales in two years, Bajaj said.

Bajaj Electricals' consumer products division includes household appliances, fans and lighting products.

The company sees its consumer products sales in April-

June increasing on year on the back of the ongoing marriage season, Bajaj said, without sharing figures of the exact sales increase being expected.

The company is seeing strong appliance sales in tier 2 and tier 3 cities, even as its sales in Mumbai got affected by retailers' strike, Bajaj said, adding that Mumbai is no longer an extremely-critical market for the company and robust sales in tier 2 and tier 3 cities will help it make up for the shortfall in sales in Mumbai.