

Bajaj Electricals expands product portfolio

Company launches pressure cookers, specialised auto-lift irons

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Pune: Appliances major Bajaj Electricals Limited (BEL) has launched a range of pressure cookers and auto lift irons in the small appliances category, thereby widening its portfolio in the segment.

Announcing the launch here on Wednesday, BEL Executive Director R Ramakrishnan said as a natural extension to its presence in kitchen appliances, the company has entered into the pressure cooker category. These cookers come with the superior Pressure Regulating System (PRS) that controls the pressure built up in the cooker efficiently and thus maintains the right pressure.

The lids are easy to insert and remove. The cookers also have at the bottom spe-



Sakal Times

PRICE LINE

■ The prices of the pressure cookers begins at Rs 825 and the auto lift irons have been priced at Rs 899 and Rs 949 respectively.

LAUNCH: Bajaj Electricals Executive Director, R Ramakrishnan (Left) with Bajaj Electricals Executive President (Appliances BU) P S Tandon (Right) at the launch of small appliances here on Wednesday.

cial annular rings that help increase the surface area in contact with the gas stove.

This results in faster cooking and increased fuel efficiency, said Ramakrishnan.

Adding further, he said the cookers come with an anti-slip feature for safety. The cookers are available in aluminium finish in three and five litre capacities for inner lid model and in three, five and and 7.5 litre for outer lid models.

Elaborating on auto lift irons, Bajaj Electricals Executive President (Appliances BU) P S Tandon said these irons stand at an angle on its own when left unattended because as soon as your hand leaves the iron, it will not lie flat on the table but will stand at an angle. Hence there will be no direct contact with the clothes thus keeping your clothes safe. These innovative and unique irons are the safest possible irons available in India, he claimed. It comes in two different models in stylish designs and attractive colours too, he added.

BEL Pune achieves Rs 25 crore turnover

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Pune : The Pune Branch of Bajaj Electricals Limited (BEL) has achieved a turnover of around Rs 25.28 crore for the Appliances BU during the financial year 2009-10 with a growth of 33 per cent over previous year and a CAGR of 21 per cent.

During the period April-July 2010, the Pune Branch has crossed a turnover of Rs 8.32 cr for appliances with a growth of 71 pc over the corresponding period last year and a CAGR of 26 pc, said Bajaj Electricals Executive Director R Ramakrishnan here on Wednesday.

The Pune branch is expected to keep up this momentum and by the end of financial year 2010-11 reach a turnover exceeding Rs 32 cr for appliances, he added.

Ramakrishnan out-

lined that Bajaj Appliances small appliances brand has crossed the Rs 500 crore mark and sold over 5.3 million appliances in the year 2009-10. It is the market leader in the water heater, iron, mixer and OTG category, selling around 25 lakh irons, nine lakh mixers and 3.2 lakh water heaters in 2009-10.

They are also leading in the room coolers category. The product range includes water heaters, mixer-grinders, steam irons, microwave ovens, OTGs, JMGs, juicers, room heaters, toasters, home UPS, tea maker, coffee maker, gas stove, hobs, chimneys and room coolers, he added.

The Appliances BU has introduced its premium range of home appliances called 'Bajaj Platini' to meet new age India's global aspirations.