

Almost a century ago, the Gandhian vision to serve the Indian people, led the founder of the Bajaj Group - Jammalal Bajaj - to lay the foundations of a small business.

Decades later, that Business flourished into an industrial empire that is ranked among the top business houses in India, with a group turnover exceeding Rs. 20000 crores (US\$ 4 billion).

The group specializes in the manufacture and marketing of a range of products:

**Two & Three Wheelers**

**Home Appliances**

**Lamps & Luminaires**

**Iron & Steel**

**Travel & Financial Services**

**Galvanized Highmasts, TLT, Octagonal Poles & Monopoles**

Today, the group is an integral part of the daily life of Indian households.

Bajaj Electricals has distribution arrangements with Trilux Lenze of

Germany (for Luminaires), Delta Controls of Canada (for Building Management Systems) and Securiton of Switzerland (for Security Systems), Morphy Richards of UK and Nardi of Italy (for Appliances), Disney of USA & Midea of China (for Fans). The company has also invested in Starlite Lighting for manufacture of energy saving lamps.

Bajaj Electricals Limited has six strategic business units – Engineering and Projects, Appliances, Fans, Luminaires, Lighting and Morphy Richards.

During the year 2008-2009 the gross turnover of Bajaj Electricals Ltd crossed over Rs 1801 Crores with 28% growth over the last year.

Bajaj Electricals has 19 branch offices spread in different parts of the country besides being supported by a chain of about 600 distributors, 3000 authorized dealers, over 3,00,000 retail outlets and over 230 Customer Care centers.

This Rs. 542 Crores business unit of BEL offers total turnkey services in electricals and illumination engineering including high mast lighting. This Business Unit has over 300 engineers doing the

complete design, engineering, marketing, procurement, quality assurance till the execution of the projects as well as site management. To date, this business unit has executed the largest

number of turnkey projects having a lion's share of the market (above 60%). The turnkey job portfolio covers a wide spectrum of utilities such as airports, shipyards, port trusts, railway yards, sports

stadium, monuments, commercial complexes, super thermal power stations, sub-stations, refineries, fly-overs, rural electrification & street lighting. Their current order book exceeds Rs. 900 Crores.

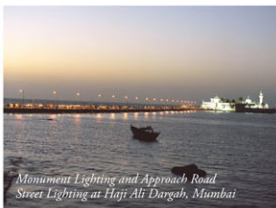


*Rihana Infrastructure Power Station, Dehru, Maharashtra*



*Apron Lighting, Hyderabad Airport*

The E & P BU has the following divisions:  
**Transmission Line Towers**  
**High Mast Lighting & Street Furniture**  
**Special Projects**  
**State of the art manufacturing unit at Ranjangaon, near Pune.**



*Monument Lighting and Approach Road Street Lighting at Haji Ali Dargah, Mumbai*



*Lighting of indoor stadium, Hyderabad*



*Dressing up Delhi Roads with Bajaj Smart Poles for Common Wealth Games, 2010*

## Transmission Line Towers

Bajaj has one of the best TLT manufacturing facilities. Having been awarded the ISO 14001 and ISO 9001 certification, our world class Tower Manufacturing facility has been approved and appreciated by Power Grid Corporation and electricity board all across the country. This BU is also in to supply & erection of telecom towers for their clients like BSNL, ITIL, GTL

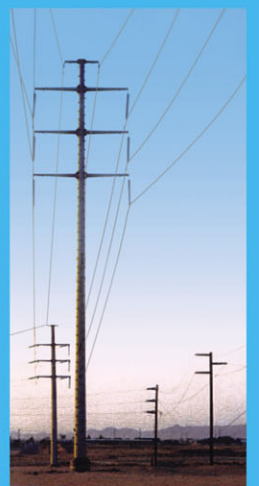
etc. Some of the turnkey projects currently on are: Maharashtra State Electricity Transmission Co. Ltd, Mumbai & Pune, Damodar Valley Corporation, Kolkata, BSNL and many more.



*Single circuit Transmission Line tower for Hyderabad-Karnool Gattil line*

## INNOVATIONS

Bajaj Electricals is the first company in India to have designed, type tested & supplied monopoles of 400 KV Double Circuit line with a height of 42 m for Power Grid Corporation of India Limited for their project line from Dadri to Ballabgarh. Its called Monopole Based Transmission Line. There are many advantages vis a vis the lattice towers, the biggest being Monopoles provide ease of erection in areas where space is a constraint. For a lattice tower 4 foundations are required for the tower legs that consumes land up to 100 sq. metres where as a mono pole can be erected in a 5 sq. metre area. Such Monopoles are widely used in European Countries and are becoming popular here too.



*Monopole Transmission Line Tower*