

**Bajaj Electricals
Advertising & Brand Awards
2010**

Awards at Goa Fest 2010

Bajaj Appliances won a Silver Abby at the 2010 Goa Fest for Bajaj Hand Blender radio spot “pleasure of mixing” jingle



Awards at Cannes Lions 2010

Bajaj Appliances won a Silver Lion at Cannes 2010 for Bajaj Hand Blender radio spot “pleasure of mixing” jingle



Awards at Kaan Mirchi Awards 2010

Bajaj Appliances won 2 Golds & 1 Silver in Mirchi Kaan Awards including one Gold for the Best use of Radio as a medium for Bajaj Hand Blenders radio spot - “Pleasure of Mixing” jingle



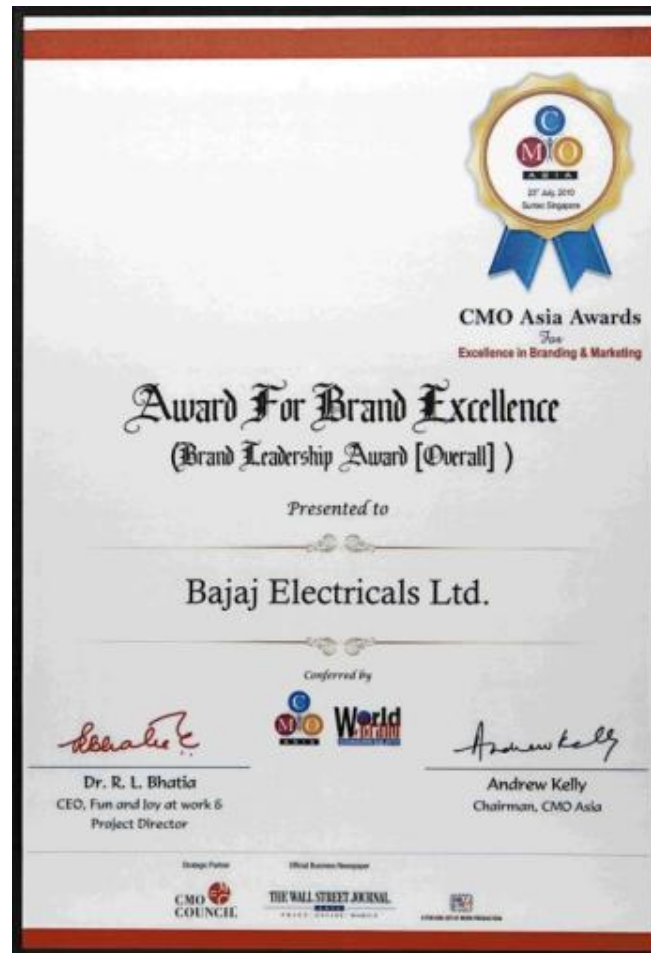
Bajaj Appliances won the Crystal Award, at the Radio Mirchi Kaan Awards 2010 for its radio spot on Bajaj Mixers titled “News Reader”



Bajaj Electricals won the the prestigious Master Brand title conferred by CMO USA & CMO Asia in November 2010 for leadership and continuous innovation.



CMO Asia Award for Brand Excellence – Brand Leadership (Overall) Conferred for the Case Study presented for Bajaj Appliances Rock star Mom Campaign



CMO Asia Award for Brand Excellence – Best Loyalty Program Conferred for the Case Study presented for Bajaj Luminaires Bandhan Club



4th Loyalty Summit Confers “Best Direct Marketing Campaign of the Year” presented for Bajaj Luminaires Bandhan Club



Bajaj Irons won a Silver Design Lotus Award for
Bajaj Majesty Iron
(Packaging Design innovation)
At 14th APAC Ad fest in Phuket



Bajaj Hand Blender won the Bronze – Radio Lotus
for the Bajaj Hand Blender radio spot at
14th APAC Ad fest in Phuket



Thank you