



BAJAJ

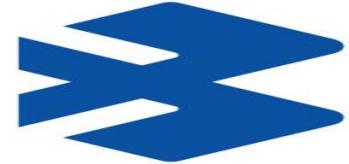
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PRESENTATION ON BAJAJ AUTO LTD

PRODUCED BY:-
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MBA - I
SEC - B



INTRODUCTION



- Bajaj Auto Limited is an Indian motorised vehicle-producing company.
- Bajaj Auto is a part of Bajaj Group.
- Bajaj Auto is the world's third-largest manufacturer of motorcycles and the second-largest in India.
- The Forbes Global 2000 list for the year 2005 ranked Bajaj Auto at 1,946. It features at 1639 in Forbes 2011 list.

HISTORY OF BAJAJ AUTO LTD



- Bajaj Auto came into existence on 29 November 1945 as M/s Bachraj Trading Corporation Private Limited.
- It started off by selling imported two- and three-wheelers in India.
- In 1959, it obtained a licence from the government of India to manufacture two- and three-wheelers and it went public in 1960.
- In 1970, it rolled out its 100,000th vehicle.
- In 1977, it sold 100,000 vehicles in a financial year.
- In 1985, it started producing at Waluj near Aurangabad .
- In 1986, it sold 500,000 vehicles in a financial year .
- In 1995, it rolled out its ten millionth vehicle and produced and sold one million vehicles in a year.

TIMELINE OF NEW RELEASES



- 1961–1971 – Vespa 150
- 1971 – three-wheeler goods carrier
- 1972 – Bajaj Chetak
- 1976 – Bajaj Super
- 1975 – Bajaj Priya
- 1981 – Bajaj M-50
- 1986 – Bajaj M-80, Kawasaki Bajaj KB100
- 1990 – Bajaj Sunny
- 1994 – Bajaj Classic
- 1998 – Kawasaki Bajaj Caliber, Bajaj Super 99
- 2001 – Eliminator, Bajaj Pulsar, Caliber Croma
- 2004 – Bajaj KT 100, New Bajaj Chetak 4-stroke, Bajaj Discover DTS-I
- 2005 – Bajaj Wave, Bajaj Avenger, Bajaj Discover 112
- 2006 – Bajaj Platina
- 2009 – Bajaj Pulsar 220 DTS-i, Bajaj Discover 100 DTS-Si, Kawasaki Ninja 250R
- 2011 – Bajaj Discover 125
- 2012 – KTM Duke 200
- 2012 – Bajaj Pulsar 200 NS

Management

Rahul Bajaj
Chairman

Madhur Bajaj
Vice Chairman

Rajiv Bajaj
Managing Director

Sanjiv Bajaj
Executive Director

Pradeep Shrivastava
President (Engineering)

Rakesh Sharma
CEO (International Business)

R C Maheshwari
CEO (Commercial Vehicles)

S Sridhar
CEO (Two Wheelers)

Abraham Joseph
President
(Research & Development)

Eric Vas
President (New Projects)

C P Tripathi
Vice President (Corporate)

Kevin D'sa
Vice President (Finance)

K Srinivas
Vice President
(Human Resources)

N H Hingorani
Vice President (Commercial)

S Ravikumar
Vice President
(Business Development)

Company Secretary

J Sridhar

Registered Office

Mumbai-Pune Road Akurdi, Pune 411 035

Works

- Mumbai-Pune Road
Akurdi, Pune 411 035
- Bajaj Nagar, Waluj
Aurangabad 431 136

- Chakan Industrial Area
Chakan, Pune 410 501
- Plot No.2, Sector 10
IIE Panthagar
Udhamsinghnagar
Uttarakhand 263 531

PRODUCTS OF BAJAJ AUTO LTD



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SCOOTERS

- Bajaj Kristal DTS-I

CARS

- Bajaj Lite
- Bajaj RE60

BIKES

- Bajaj Platina 100 cc
- Bajaj Platina DTSi
- Bajaj Discover 135 DTSi
- Bajaj XCD 135 DTSi
- Bajaj Pulsar 135 DTSi
- Bajaj Pulsar 150 DTSi

- Bajaj 180 DTSi

- Bajaj 200 DTSi

- Bajaj 220 DTSi

- Bajaj Avenger 200 DTSi

- Bajaj Pulsar 200 NS

UPCOMING MODEL

- Bajaj XCD 125 sprint

DISCONTINUED MODELS

- Bajaj Sunny

- Bajaj Chetak

- Bajaj Club

- Bajaj Super

- Bajaj Saffire

- Bajaj Kawasaki

- Bajaj Caliber

- Bajaj Wind

- Bajaj Discover DTSi 125 cc

- Bajaj Pulsar 220 DTSi

- Bajaj Pulsar 220 DTSi-FI

- Bajaj XCD 125

- Bajaj Avenger 200 DTSi

PERFORMANCE HIGHLIGHTS FOR FY2013



- Recorded its higher ever net sales & operating income.
- Total revenue grew by 3.3% to rupees 20,793 crore.
- Exports over 1.5 million units & the value of exports was the highest ever at rupees 6,713 crore.
- Operating earning before tax, depreciation & amortization (EBITDA) was at rupees 3,990 crore.
- Profit before tax (PBT) increase by 6% to rupees 4,266 crore.
- Profit after tax (PAT) was at rupees 3,044 crore – at an all time high.
- Surplus cash and cash equivalents, as on 31st March 2013, was rupees 5,706 crore.

The result for FY2013, as in the previous year ,show that Bajaj Auto is certainly among the most profitable automobile company in the world.

Table : Bajaj Auto's Sale of Motorcycles, Domestic + Exports (in numbers)

Year ended 31 March	Industry (nos.)	Industry's growth	Bajaj Auto (nos.)	Bajaj Auto's growth	Bajaj Auto's market share
2007	17,099,55	14.5%	2,379,499	24.4%	33.5%
2008	6,544,482	7.8%	2,139,783	10.1%	32.7%
2009	6,806,114	4.0%	1,907,853	10.8%	28.0%
2010	8,444,243	24.1%	2,506,741	31.4%	29.7%
2011	10,500,073	24.3%	3,387,043	35.1%	32.3%
2012	11,943,579	13.7%	3,834,405	13.2%	32.1%
2013	11,952,135	0.1%	3,757,105	2.0%	31.4%

BAJAJ COMPETITORS

1. HERO MOTORCORP
2. TVS MOTORS
3. HONDA
4. YAMAHA
5. SUZUKI
6. MAHENDRA
7. LML
8. KINETIC MOTORS



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COMPARISON OF PROFIT & SALES

BAJAJ AUTO

- The company ended the month of March with drop in sales figure of 8.33%(MoM) & 11.24%(YoY).
- In the last quarter of FY 12-13, the company has managed to sell 8,59,695 two wheelers.

HERO MOTORCORP

- The company ended the last fiscal year on sorrow note as they have faced 6.58% (MoM) & 11.36% (YoY) drop in sales volume.
- In the last quarter year of FY 12-13, the company has managed to sell a total of 15,27,351 two wheelers.

HONDA

- Company recorded arise in sales figure of 10.65% (MoM) & 14.64% (YoY).
- In the last quarter of FY 12-13, the company has managed to sell 7,11,521 two-wheelers.

TVS MOTORS

- The company recorded a marginal 1% rise in sales on MoM basis but at the same time they also sees drop in sales of 9.86% on YoY basis.
- In the last quarter of FY 12-13, the company has managed to sell 4,94,915 two wheelers.

YAMAHA MOTORCYCLES

- Company's sales volume increase by 6.28% (MoM) & 20.5% (YoY).

MAHINDRA

- The company managed to sell 5,938 two- wheelers.
- In March, the company surpassed one more milestone of selling 1 lakh units in a single financial year.

COMPANY'S RANKING ACCORDING TO SALES

Ranking as off Feb'13

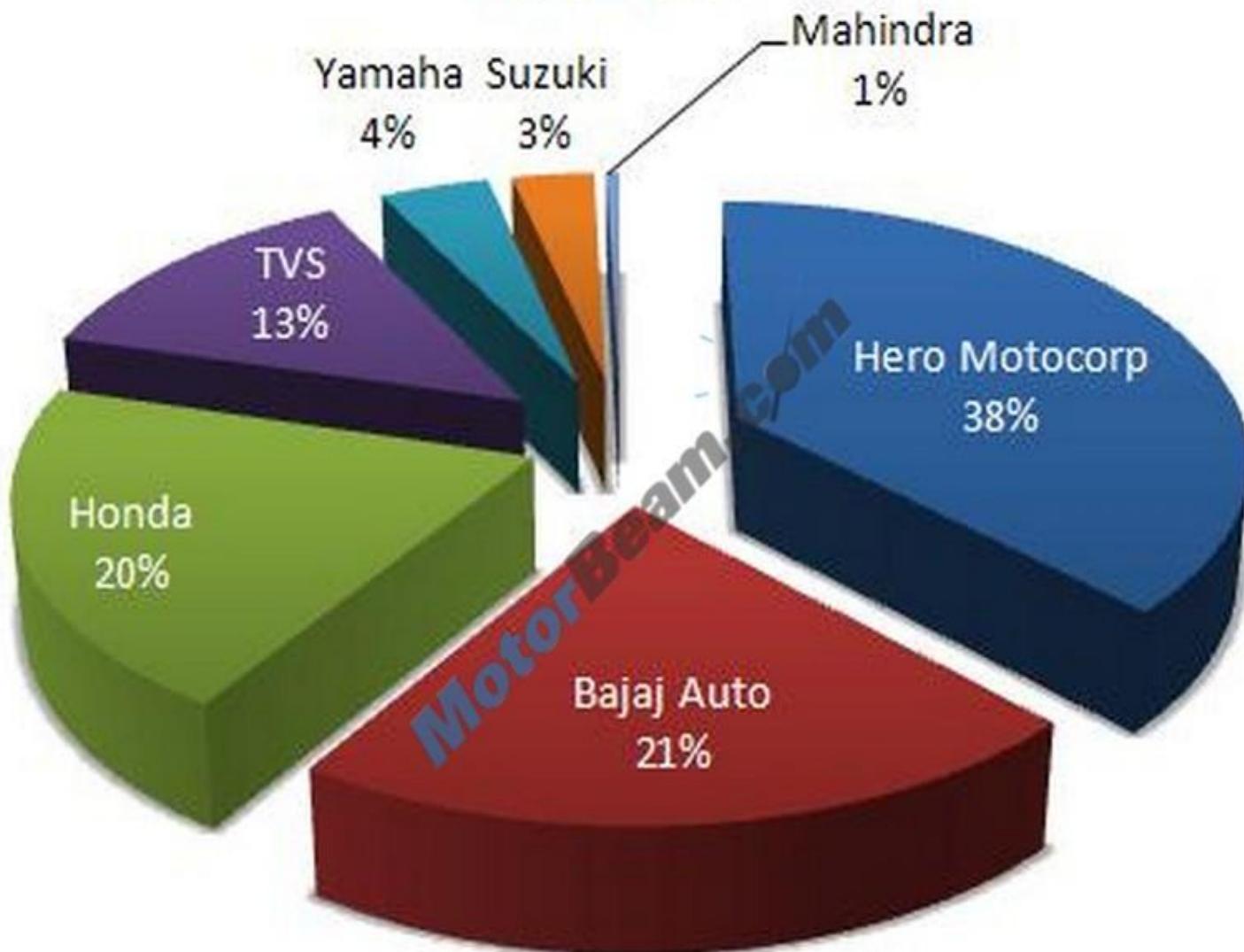
Rank	Company	Scooter/Bike	Mar'13	Feb'13	Jan'13	% Share
1	Hero Motocorp	Scooter+Bike	468283	501271	557797	37.61
2	Bajaj Auto	Bike	267037	291297	301361	21.45
3	Honda	Scooter+Bike	252773	228444	230304	20.30
4	TVS	Total	162507	160895	171513	13.05
6	Yamaha	Bike	50473	32097	29785	4.05
5	Suzuki	Bike+Scooter	38000	38000	39982	3.05
7	Mahindra	Scooters	5938	6000	7036	0.48
	Total		1245011	1258004	1337778	100.00

TOTAL SALES FIGURE

Total Sales figures for the Year 2013						Change		
Sr No	Company	Scooter/Bike	Mar'13	Feb'13	Jan'13	Total	MoM	YoY
1	Bajaj Auto	Bike	267037	291297	301361	859695	⬇️ -8.33	⬇️ 11.24
2	Hero Motocorp	Scooter+Bike	468283	501271	557797	1527351	⬇️ -6.58	⬇️ 11.36
3	Honda	Bike	120738	108553	118760	348051	⬆️ 11.22	⬆️ 46.61
		Scooter	132035	119891	111544	363470	⬆️ 10.13	⬇️ -4.42
		Total	252773	228444	230304	711521	⬆️ 10.65	⬆️ 14.64
4	Mahindra	Scooters	5938	6000	7036	18974	⬇️ -1.03	⬇️ -1.03
5	Suzuki	Bike+Scooter	38000	38000	39982	115982	➡️ 0.00	➡️ 0.00
6	TVS	Bike	61808	60985	64555	187348	⬆️ 1.35	⬇️ -6.34
		Scooter	29261	30611	37946	97818	⬇️ -4.41	⬇️ 25.72
		Total	162507	160895	171513	494915	⬆️ 1.00	⬇️ -9.86
7	Yamaha	Bike	50473	47490	29785	127748	⬆️ 6.28	⬆️ 20.50
	Total		1245011	1273397	1337778	3856186	⬇️ -2.23	⬇️ -5.38

Note: Figures used in RED are based on assumptions and market trend as manufacturers did not release actual figures.

Mar'13



COMPETITOR ANALYSIS



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Name	Last Price	Market Cap. (Rs. cr.)	Sales Turnover	Net Profit	Total Assets
<u>Bajaj Auto</u>	1,993.15	57,675.19	19,997.25	3,043.57	9,300.35
<u>Hero Motocorp</u>	2,048.05	40,897.00	23,768.11	2,118.16	5,308.40
<u>TVS Motor</u>	36.25	1,722.19	7,065.00	116.02	1,770.53
<u>Mah Scooters</u>	393.45	449.66	6.70	48.84	224.59
<u>Atul Auto</u>	180.00	203.85	363.84	25.92	74.31
<u>LML</u>	5.55	45.50	243.73	-65.45	-424.86
<u>Kinetic Motor</u>	7.10	19.56	5.67	1.48	58.54

CONCLUSION



- Country's 3rd largest two-wheeler maker Bajaj Auto reported a decline in its standalone net profit for the quarter ended March at Rs 765.77 crore.
- During the last Quarter, the company's total vehicle sales stood at 9,81,242 units compared to 10,17,167 units in the same quarter last year, down 3.53%.
- Bajaj auto sputters as Japanese bikes rule India's roads.
- Shares in Bajaj have fallen about 15 percent so far this year .

COMMON SIZE STATEMENT

Particular	Amount (2013)	Amount (2012)	Particular	Amount (2013)	Amount (2012)
Equity and liabilities			Assets		
Shareholder funds			Fixed assets		
Share capital	2.32	2.61	Tangible assets	14.46	13.35
Reserve and surplus	61.00	51.89	Intangible assets	-	0.02
	63.32	54.50	Capital work-in- progress	1.79	1.11
Non-current liabilities			Intangible assets under development	0.56	0.27
Long-term borrowings	0.57	0.88		16.81	13.75
Deferred tax liabilities	0.92	0.44	Non-current investment	29.80	34.16
Other long term liabilities	0.98	1.42	Long-term loans advances	3.71	5.42
Long-term provisions	1.08	1.01	Other non- current assets	0.01	0.01
	3.55	3.74		50.33	53.34
Current liabilities			Current assets		
Trade payables	15.86	8.64	Current investments	21.73	9.89
Other current liabilities	4.37	5.45	Inventories	5.10	6.12
Short-term provisions	12.88	48.62	Trade receivables	6.15	3.81
	33.13	41.76	Cash and bank balances	4.78	14.92
			Short-term loans and advances	10.51	9.25
			Other current assets	1.70	2.67
				49.67	46.66
Total	100.00	100.00	Total	100.00	100.00

Thank You