

Since its establishment in the year 1931, the Bajaj Group has garnered the reputation of being able to cater to their extensively spread customer base with utmost loyalty and trust not just within India but across the world.

AN EARLY START IN THE MARKET

The company's cornerstone of foundation was laid by the revered freedom fighter and philanthropist Mr. Jamnalal Bajaj, who also happened to be a close confidante of Mahatma Gandhi. The company started off as a sugar mill in Uttar Pradesh's Lakhimpur Kheri district. It has been moving ahead ever since, on the road to success with its consistent attempts at diversification and a strong interest in the establishment of new ventures.

EFFECTIVE DIVERSIFICATION

At the time of its initiation, the Bajaj Group was one among the 30 exclusive sugar factories that bore the onus of pioneering the sugar industry in the country. Eventually, the Group came to be recognised as not just India's but also Asia's premier sugar manufacturing company. It successfully secured a position among the top four global manufacturers in the industry. The company has earnestly spread its branches to several other fields and is the proud owner of Bajaj Auto, Bajaj Housing Finance Ltd., Bajaj Allianz General Insurance Company Limited, Bajaj Electricals as well as the Bajaj Holdings and Investments Limited.

The Bajaj Group has made a remarkably strong presence felt in the market over the past few decades by diversifying their interests in sugar industry along with

automobile productions, electricals, several finance ventures and the life insurance market. Despite the Group's diversification to several other markets in the past 80 years, the flagship company of the Group proudly continues to be Bajaj Auto Ltd.

GUIDING THE GROUP TO SUCCESS

The business conglomerate is immensely proud to have

ventured into varied markets and owes its entrepreneurial success to the present chairman of the Group, Mr. Rahul Bajaj. His guidance and support has led the company to achieve immeasurable success ever since he controlled the reigns of the company in the year 1965. Having attended the Harvard Business School for an MBA, the business mogul's acumen has proven highly beneficial for

BAJAJ GROUP
RIDING HIGH ON WAVES OF SUCCESS

The Bajaj Group has risen today to be recognised as one of the most well-reputed business groups of the country in spite of having humble beginning about 80 years ago. With ample scope for expansion, the Group has endeavoured into a wide variety of business areas and has been consistently multiplying its huge base of satisfied customers

his Group. Under the aegis of its visionary chairman, Mr. Rahul Bajaj, the annual turnover of Bajaj Auto has risen from INR 72 million to a whopping INR 120 billion. He has also guided the company towards a vibrant expansion of the company's portfolio, driving the company to the prime position in the international market.

SERVING THE SOCIETY

The business conglomerate is immensely proud to have touched the lives of millions of people through their various contributions to the society especially in the field of education and healthcare. It has often been applauded for spending around US\$1.4 million every year on its CSR ventures.

