The Bajaj Group is a leading presence with diversified interests in the sugar and growing infrastructure sector including Power, Coal mining and Real Estate; FMCG, and Ethanol. Bajaj Hindusthan Limited, the Group’s flagship company, was set up in November 1931.

Our strength is the result of eight decades of experience.
The Bajaj Group was born out of India’s struggle for freedom.

80 years ago, the founder of what is today the Bajaj Group set up a sugar factory. This in itself may not have been especially noteworthy had the individual not been Jamnalal Bajaj - industrialist, philanthropist, freedom fighter and close associate of Mahatma Gandhi. Equally important is the historical backdrop: the turbulent time when the Indian freedom struggle was gaining momentum.

Setting up the factory was for Jamnalal a combination of his talents as an industrialist and his conviction (like Gandhi) in the power of swadesi to transform the country’s fortunes.

At that time, there were barely thirty sugar factories in all of India, which made his new venture an answer to a national need.

The new century has seen a rapid expansion of the Group’s flagship sugar company Bajaj Hindusthan Ltd as well as diverse other business interests. Today, the Group’s continued prominence in the world of business is matched by its unbroken tradition of philanthropy, keeping intact the beliefs and vision of the Founder.
It has an aggregated sugarcane crushing capacity of 136,000 tonnes crushed per day (TCD), and alcohol distillation capacity of 800 kilo litres per day (KLD) across 14 locations in the north Indian State of Uttar Pradesh (UP). The company is a leader in the Asian and Indian sugar industry and is also the largest producer of green fuel ethanol in India, besides being among the top four sugar manufacturers in the world. This is the result of a Greenfield expansion of unprecedented scale between 2003 and 2007. As a result, in addition to rapid growth, BHL has created tremendous opportunities of employment, infrastructure and community development and has contributed significantly to the growth of the rural economy of UP.
We have touched the lives of 5 million farmers directly and indirectly, and along with other sugar producers in UP, are proud to have helped farmers in the state whose incomes have risen from Rs 57 billion in 2008-09 to Rs 182 billion in 2011-12. The farmers sold Rs 220.5 billion worth of sugarcane in 2012-13.

SUGARCANE FARMERS ARE THE EXTENDED FAMILY OF THE COMPANY, SUPPLYING CRUCIAL RAW MATERIAL. In addition to employment for local youth, the company, as part of this symbiotic relationship provides farmers with subsidised, high-yielding and disease resistant seeds, fertilisers and pesticides.

Certain BHL locations also provide treated spent water for irrigation to nearby farmers. Workshops for farmer associations and ‘samities’ are frequently held to educate the farmers of new developments in cane farming techniques, improved seed varieties, the plant’s cane crushing schedule for the next season, etc.

Another initiative towards improving the quality of farmers’ lives has been the introduction of credit facilities against cane supplies and the introduction of ATM facilities at the State Bank of India at each BHL unit.
This eco-efficient approach has also been the key driver in expanding our portfolio of by products that generate wealth out of sugarcane and its waste.

- **POWER CO-GENERATION**: We recycle bagasse residue to generate 428 MW of power. After meeting our captive needs, we supply 105 MW to the UP state grid.

- **ETHANOL**: We have made pioneering efforts in the area of renewable fuel and are India’s largest and the world’s sixth largest producer of ethanol.

- **BIOGAS**: Our biogas plants for distillery effluents at Kinauni, Palla, Gola, Gangnauli, Khambarakhera and Rudauli are setting standards for distillery facilities across the country.

- **IMPROVING THE SOIL PROFILE**: We innovatively use sugarcane residue to complement chemical fertilisers. Low cost bio-compost manufactured from press mud – a water waste product – improves soil texture and the carbon / nitrogen ratio.

- **EMISSION CONTROLS**: BHL has installed wet scrubbers to restrict emissions and a third of the plants are developed as a green belt to mitigate the effects of any emissions.

BHL implements practises that aid in achieving economic, social and environmental harmony throughout the operation and production chain.
BHL has made a strategic diversification move by expanding its power generation capacity, this time into merchant power. It has made a foray into coal mining through its Indonesian subsidiary PT Jangkar Prima, located in the Central Kalimantan Province, Indonesia. The total coal resource in the mine is estimated to be around 100 million tons. The coalmine, haul road and jetty are in advanced stages of development and would handle volumes of around 4 - 5 million tons per year.

BHL through a SPV, Bajaj Energy Pvt. Ltd. recently set up new coal based power generation plants of 90 MW each in the vicinity of 5 of its existing sugar units. These new projects were commissioned in early 2012.

Besides, this, through another SPV, Lalitpur Power Generation Co. Ltd., the company has embarked on developing supercritical thermal power projects in Lalitpur district, up which will produce around 4,000 megawatts of power, the first phase for which will be ready for commissioning in early 2015.

The company aims to eventually enhance the total power generation capacity of the Group to 4,500 MW.
Giving personal care a boost

Bajaj Kailash Parbat the latest brand launched by the company is already the fastest growing brand in its segment.

Other well-known products include Bajaj Brahmi Amla Hair oil, Bajaj Amla Shikakai Hair Oil, Bajaj Jasmine Hair Oil and Bajaj Black Tooth powder.

Bajaj Corp’s sales are supported by a strong distribution network and reflect in its strong balance sheet. Its turnover has touched Rs 6.05 billion in 2012-13 with 10 consecutive quarters of growth.

BAJAJ CORP HOLDS A PORTFOLIO OF POPULAR CONSUMER PRODUCT BRANDS. BAJAJ ALMOND DROPS IS THE CLEAR MARKET LEADER IN ITS SEGMENT WITH 56% MARKET SHARE BY VALUE.
The company has land banks under different stages of development and has taken its first step into the infrastructure sector with a 450 MW and a 1980 MW power project.

BIDCO is an Engineering Procurement Construction Management (EPCM) Company which focuses on Infrastructure Projects in the Power Sector, specifically generating plants.

**THE CORE TEAM AT BIDCO COMES WITH EXTENSIVE INTERNATIONAL AND INDIGENOUS EXPERIENCE IN THE EPC BUSINESS.** With a commitment towards professional business execution and management, the team has already built an attractive assets portfolio.

Encouraged by this, the team is further relentlessly working towards adding a few more laurels to the division’s credit.
Our projects take pride in their fine engineering and provide affordable luxury and upscale lifestyle. As diverse as our country is, we have several projects targeted at different strata to service the entire nation. **WE ARE COMMITTED TO BUILD PROJECTS FROM SCRATCH AND AT THE SAME TIME RE-DEVELOP PROPERTIES.**

Profit is not the only reason for our existence. While making any business decision we ensure that we protect the basic rights of society and environment. Adhering to timelines and commitment towards customers and society is the way of conducting business at BIRPL.
A deep-rooted sense of social responsibility

Whether through schemes to better the lives of sugarcane farmers or through other initiatives to enhance communities and livelihoods, THE GROUP DEVOTES A SIGNIFICANT PROPORTION OF ITS RESOURCES TO THE BETTERMENT OF INDIAN SOCIETY.

The Kamalnayan Jamnalal Bajaj Foundation (KJBF) chose Wardha as its centre because of the close connection the Bajaj family has had with Wardha from the days the Group’s founder, Jamnalal Bajaj worked closely with Mahatma Gandhi, and has initiated and integrated community development programs for stressed farmers in the suicide-prone zone of Wardha district in the Vidarbha region, focusing particularly on water harvesting and its efficient utilization.

KJBF has initiated a number of development interventions in 300 villages of Wardha, which focus on community empowerment through enhancing awareness and special training centres and elicits the participation of the local community in these efforts. It also promotes alternate agro based livelihood opportunities such as dairy farming, organic farming, horticulture and biogas.

Similar community development interventions are underway in 100 villages of Sikar district in Rajasthan through the Jamnalal Kaniram Bajaj Trust.

All these programs are being planned and implemented through an experienced professional team under the Kamalnayan Jamnalal Bajaj Foundation based at Wardha.

CORPORATE SOCIAL RESPONSIBILITY IS A CONCEPT RELATIVELY NEW IN INDIA, BUT BEING A SOCIALLY RESPONSIBLE COMPANY IS PART OF THE BAJAJ GROUP’S DNA.
About the Promoters

SHISHIR BAJAJ
Chairman/ Managing Director
Bajaj Hindusthan Ltd.

Owner, President, Manager degree program - OPM28 from the Harvard Business School.

MBA from the New York University (Leonard N. Stern School of Business).

Shishir Bajaj serves as Chairman of the Bajaj Group and Chairman and Managing Director of BHL, a part of the Bajaj Group, India. He is also Chairman of Bajaj Consumer Care, the holding company of Bajaj Corp, a company dealing in the FMCG sector.

HE HAS OVER THREE DECADES OF EXTENSIVE EXPERIENCE IN THE INDUSTRY. Actively engaged in representing the company with clients, shareholders and the community, he has earlier served as President of the Indian Sugar Mills Association and has been an Executive Chairman of Bajaj Hindusthan Ltd. since 1999.

Mr. Bajaj provides overall strategic visionary leadership to the Group, and is the key player responsible for the Company’s continued success in the competitive marketplace.

KUSHAGRA NAYAN BAJAJ
Vice Chairman/ Joint Managing Director
Bajaj Hindusthan Ltd.

Bachelor of Science in Economics, Political Philosophy and Finance from the Carnegie Mellon University, Pittsburgh, USA.

Master of Science in Marketing from the Northwestern University, Chicago, USA.

After completing his education in August 2001, Kushagra Nayan Bajaj took charge as Chief Executive of BHL. He assumed responsibility for overall operations. Presently, Kushagra is Vice Chairman, Bajaj Group and Vice Chairman/ Joint Managing Director of BHL. He is also Chairman of Group company Bajaj Corp Ltd.

Mr. Bajaj is possessed by an inspiring, infectious and relentless sense of mission that is significantly larger than the pursuit of business profits. His vision for the future is to make efforts towards rapidly modernizing rural India to ensure that the gains of development can be replicated in other corners of our country.

He was a recipient of the 'Young Achiever' award by the jury of the 10th Rajiv Gandhi Awards in 2007. Mr. Bajaj was also nominated for the prestigious Padma Shri Awards 2011 conferred annually by the Government of India.

The future is promising and we look forward to an exciting period that would possibly establish a pronounced and decisive road map for us on the Indian Industrial firmament

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