



**THE WORLD'S  
FAVOURITE  
INDIAN**

## **MISSION**

*BAL's 'Front End' is centred in its strategy to differentiate its brands.*

*All BAL brands must be among the top 2 brands in their category in all the markets that BAL competes in.*

*TPM guides BAL's 'Front end' to continuously improve its core competence in sales and service and to thereby enable its dealers & distributors to continuously improve their performance.*

*Similarly, BAL's 'Back End' is guided by TPM to continuously improve its core competence in design, development, engineering, and manufacturing.*

*All other functions are also guided by TPM to continuously improve.*

A handwritten signature in black ink, appearing to read 'Rajiv Bajaj', positioned above a horizontal line.

**Rajiv Bajaj**  
**Managing Director**

**Date : 23<sup>rd</sup> February 2018**



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## VISION

*Bajaj Auto Ltd. (BAL) intends to be one of the world's leading motorcycle manufacturers whose competitive versatility permits it to participate across the spectrum of global markets ranging from the least developed to the most sophisticated.*

*BAL seeks, over time, to be No.1 or No. 2 in all such markets as also to achieve and sustain a significant presence in niches such as intracity transportation and urban mobility, the skills for and cost structure of which are synergistic with its motorcycle business.*

*In all of its aforementioned businesses, BAL will continue to demonstrate its industry leading profitability.*

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*Rajiv Bajaj*

*Managing Director*

*Date : 23<sup>rd</sup> February 2018*

*“The Prime Mover – Towards Excellence”*



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## VALUES

*BAL believes that there are three truths: change, relativity and interdependence.*

*Change presents the opportunity to differentiate our brands through innovation.*

*Relativity presents the opportunity to distinguish our brands through perfection.*

*Interdependence presents the opportunity to defend our brands through speed.*

*Thus through innovation, perfection and speed, we ensure that BAL brands are always Distinctly Ahead.*

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**Rajiv Bajaj**  
**Managing Director**

**Date : 23<sup>rd</sup> February 2018**





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## TPM POLICY

*BAL will specialise its brands through its strategy of differentiation.*

*BAL will also improve its core competencies in all its functions, as also across its supply chain, including its suppliers and dealers.*

*BAL has adopted TPM, The Prime Mover towards excellence, to provide a holistic, structured and quantifiable methodology for deeper and wider continuous improvement in an integrated manner that's aligned with BAL's business vision.*

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**Rajiv Bajaj**  
**Managing Director**

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