



TPM POLICY

BAL will continuously specialize its Motorcycle and Commercial Vehicle brands through its strategy of differentiation.

To 'defend' its brands, BAL will continuously improve its core competencies in all its functions, as also across its supply chain, including its suppliers and dealers.

BAL's core competencies rest on its values of Innovation, Perfection and Speed.

BAL has adopted TPM, The Prime Mover towards excellence, to build and to continuously improve its core competencies.

TPM shall provide a holistic, structured and quantifiable methodology for deeper and wider continuous improvement in an integrated way, aligned to BAL's business vision.

TPM ensures that individually and collectively, every employee of BAL and its business partners strive to keep BAL Distinctly Ahead.

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

Rajiv Bajaj
Managing Director

Date : 09th April, 2012