



## **Bajaj Auto Wins Global Recognitions!**

### **Bajaj Auto is world's only auto company in Forbes World's Top 100 Most Innovative Companies (2014)**

Bajaj Auto Ltd. is amongst the FIVE Most Innovative Indian Companies and the only automotive company featuring in the coveted list of Forbes World's Top 100 Most Innovative Companies of the year 2014.

This was announced by Forbes on August 21, 2014.

According to Forbes, measurement of innovation is an evaluation of the investors' ability to identify firms they expect to innovate now and in the future. Companies are ranked by their innovation premium: the difference between their market capitalization and a net present value of cash flows from existing businesses (based on a proprietary formula from Credit Suisse HOLT).

Forbes uses a unique methodology relying on the "wisdom of the crowd" to compile the list of the Top 100 Most Innovative Companies in the world.

*(Source: Forbes website)*

### **Bajaj Auto is India's 5<sup>th</sup> Most Valuable Brand, according to study by Millward Brown and WPP**

Bajaj Auto is India's 5<sup>th</sup> most valuable Brand, with a value of US\$3 billion, according to the first ever BrandZ™ Top 50 Most Valuable Indian Brands ranking announced on August 19, 2014.

Carried out by WPP's marketing and brand consultancy Millward Brown, the valuation is the only one in India that takes into account consumers' opinion of brands to calculate the contribution that product brands make to business success.

The combined brand value of the BrandZ Top 50 Most Valuable Indian Brands is almost US\$70bn. The diversity of brands in the ranking – enabled through the country's openness and 'right to play' for businesses – indicates that India is a fertile market for building valuable brands, irrespective of age, origin, structure, category, ownership or even price range. The Top 50 come from 13 different categories. Seventeen are multi-national corporations (MNCs), 26 are private Indian brands and seven are state-owned brands.

*(Source: Millward Brown and WPP press release)*

Mr. Rajiv Bajaj, Managing Director, commenting on this recognition said,

“In business everything is determined by one thing – its strategy.

In a hypercompetitive world, the sole purpose of a business strategy is to differentiate the business from its competition.

A sound strategy does this by creating new categories for its brands to dominate, rather than have them unimaginatively serve existing categories.

Our Pulsar, Discover and RE brands are a result of such a strategy at Bajaj, making us the world's most profitable auto company, with almost half our sales coming from overseas markets.”

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