

Company – Executive Briefing

1. Executive Summary:

Bajaj Auto Limited is an Indian multinational automotive manufacturer based in Pune, founded by Jamnalal Bajaj in the 1940s as part of the Bajaj Group. The company specializes in manufacturing motorcycles, scooters, and auto rickshaws. It holds a significant market position, with aspirations to be recognized as the "world's favourite Indian" automotive brand, evidenced by its active global business operations.

2. Key Offerings & Business Segments:

Motorcycles: Extensive range of models, including Pulsar (N, NS, RS, Classic series ranging from 125cc to 400cc), Dominar (250cc, 400cc), Avenger (Cruise, Street), Platina (100cc, 110cc), CT (110X), and Bajaj Freedom.

Three-Wheelers & Qute: Includes commercial auto rickshaws and quadricycles.

Scooters: While mentioned as a core product, specific models were not detailed in the provided content.

3. Strategic Direction & Initiatives:

Focus on global business expansion, indicating an emphasis on international market penetration.

Continuous product development, evidenced by a diverse portfolio of motorcycles across various engine capacities and series (e.g., Pulsar N125 to NS400z).

Strong emphasis on customer service and direct engagement through online channels for sales and support.

4. Market Positioning & Target Audience:

Bajaj Auto is positioned as a comprehensive automotive manufacturer offering a broad product portfolio, from daily commuter motorcycles to higher-performance bikes, and commercial three-wheelers. Its primary target audience includes individual consumers seeking two-wheeled transportation and commercial entities requiring utility and passenger three-wheelers, serving both domestic and international markets.