



BAJAJ

Distinctly Ahead

Bajaj Auto Limited
Akurdi Pune 411 035 India

Tel +91 20 27472851
Fax +91 20 27407380
www.bajajauto.com

16 March 2016

Corporate Relations Department.
BSE Limited
1st Floor, New Trading Ring
Rotunda Building, P J Tower
Dalal Street, Mumbai 400 001
Email: corp.relations@bseindia.com

BSE Code: 532977

Dear Sir/s:

Sub: **Appointment of Whole-time Director / Executive Director**

The Board of Directors, at its meeting held on 16 March 2016, has appointed Shri Pradeep Shrivastava as a Whole-time Director, with the designation of Executive Director for a period of 5 years with effect from 1 April 2016.

Enclosed is a copy of the press release in this regard.

Yours Faithfully,
For **Bajaj Auto Limited**,

J Sridhar
Company Secretary

Corporate Listing Department.
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor
Plot No.C-1, G Block
Bandra-Kurla Complex
Bandra (East), MUMBAI 400 051
Email: cmlist@nse.co.in

NSE Code: BAJAJ-AUTO

**BAJAJ***Distinctly Ahead*Bajaj Auto Limited
Akurdi Pune 411 035 IndiaTel +91 20 27472851
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www.bajajauto.com**Press Release****Bajaj Auto appoints Pradeep Shrivastava as its ED**

The Board of Directors, at its meeting held on 16 March 2016, has appointed Shri Pradeep Shrivastava, aged 56, as a Whole-time Director, with the designation of Executive Director, for a period of 5 years with effect from 1 April 2016.

Shri Pradeep Shrivastava completed B. Tech Mechanical Engineering from IIT Delhi in 1981 and PGDM from IIM Bangalore in 1986.

Pradeep joined Bajaj Auto in 1986 and has had a career spanning about 30 years. Starting in the assembly lines & progressing over time to head Manufacturing, Engineering & Purchasing functions, he is currently the Chief Operating Officer of the Company.

Pradeep combines sound engineering skills with astute business sense. In addition to his current responsibilities, Pradeep shall oversee all company-wide operational matters on behalf of the Managing Director Shri Rajiv Bajaj to whom he shall continue to report.

Bajaj Auto is focused on becoming a global leader in Motorcycles and on retaining its World No 1 position in Intra City Commercial (Taxi & Cargo) vehicles. With about half its production being exported, Bajaj Auto is India's export leader in its segments.

In domestic market, it leads in the premium segment with Pulsars, while in the entry level, its CT & Platina brands are well entrenched. With Avengers gaining traction and recently launched Bajaj V well positioned in the mid segment, its domestic motorcycle market share is moving up. Its RE has always been the leader in 3 wheelers.

Bajaj has forged a strong & successful relationship with Europe's top motorcycle maker KTM, in which it holds about 48% of its equity, jointly developing, making and selling sub 400 cc KTM Motorcycles.

The Company believes there is a great deal of headroom to grow globally in its chosen focus areas. The combination of Managing Director's strategic focus & Pradeep's operational excellence is expected to realize this huge potential.

Bajaj Auto congratulates Pradeep on this elevation and wishes him the best.

J Sridhar**Company Secretary**

Pune. 16 March 2016