



# BUSINESS RESPONSIBILITY REPORT

Section A	General information about the Company	
1	Corporate Identification Number	L65993PN2007PLC130076
2	Name of the Company	Bajaj Auto Ltd
3	Registered Address	Mumbai-Pune Road, Akurdi, Pune 411035
4	Website	<a href="http://www.bajajauto.com">www.bajajauto.com</a>
5	Email Address	<a href="mailto:brr.response@bajajauto.co.in">brr.response@bajajauto.co.in</a>
6	Financial year reported	1 April 2021 – 31 March 2022
7	Sector(s) that the Company is engaged in	Auto
8	Three key products/services manufactured/ provided by the Company	Motorcycles, three-wheeler and electric scooters
9	Total number of locations where business activity is undertaken by the Company	Akurdi, Chakan and Waluj (Maharashtra) and Pantnagar (Uttarakhand)
10	Markets served by the Company	India and 79 countries across the world
Section B	Financial details of the Company	
1	Paid up capital (INR)	289 crores
2	Total turnover (INR)	34,354 crores
3	Total profit after tax (INR)	5,019 crores
4	Total spending on CSR as percentage of PAT (%)	Refer Annual Report for CSR activities
5	List of the activities in which expenditure in 4 above has been incurred	Refer Annual Report for CSR activities

Section C	Other details	
1	Does the Company have any Subsidiary Company/ Companies?	Yes (for details, refer Corporate Information section in notes to Consolidated Financial Statements)
2	Do the Subsidiary Company/Companies participate in the Business Responsibility Initiatives of the parent Company? If yes, then indicate the number of such subsidiary Company(s)	No
3	Do any other entity/entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]	No
Section D	BR information	
1	Details of Director(s) responsible for BR	
(a)	Details of the Director/Director responsible for implementation of the BR policy/policies:	
	DIN Number	07464437
	Name	Mr. Pradeep Shrivastava
	Designation	Executive Director
(b)	Details of the BR head:	
	DIN Number (if applicable)	05288401
	Name	Mr. Dinesh Thapar
	Designation	CFO
	Telephone number	(020) 66106300
	E-mail id	<a href="mailto:dthapar@bajajauto.co.in">dthapar@bajajauto.co.in</a>
	Principle-wise BR policy/policies	Included in this report
	Governance related to BR	Included in this report

# PREFACE

As mandated by the Securities and Exchange Board of India (SEBI), India's top 1,000 listed entities based on market capitalisation on the BSE and NSE, are required to submit a 'Business Responsibility Report' (BRR) along with their Annual Report for 2021-22. The report is required to be in line with the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' (NVGs), as released by the Ministry of Corporate Affairs in July 2011.

Bajaj Auto Ltd. ('BAL' or 'the Company'), to whom the said requirement is applicable, presents its 10th BRR in line with the NVGs and BRR requirements outlined by SEBI. This report provides information on key business responsibility initiatives undertaken by the Company and can be assessed from our website (<https://www.bajajauto.com/investors/financial-and-operational-performance>).

The business responsibility performance of the Company is assessed annually by BAL's Board of Directors.

**PRINCIPLE 1**
**Businesses Should Conduct and Govern Themselves with Ethics, Transparency and Accountability**

BAL is committed to conducting its business by adhering to the highest standards of professional integrity and ethical behaviour. The Company adopted an enterprise-wide 'Code of Conduct' (CoC), which is anchored on the key foundational values of ethics, transparency, and accountability. It addresses subjects such as bribery, corruption, and compliance to the Company's standards of business conduct and ensures compliance with regulatory requirements. It is mandatory for all employees globally to adhere to the CoC and are familiarised with it during their induction process.

BAL has a separate CoC for the Company's Directors and Senior Management. It reiterates that 'Directors and Senior Managers shall observe the highest standards of ethical conduct and integrity and shall work to the best of their ability and judgment'. All Directors and Senior Management personnel have affirmed compliance with this CoC. This Code of Conduct is also present on the Company's website (<https://www.bajajauto.com/investors/policies-codes>) for easy reference by all stakeholders.

The CoC contains a 'Grievance Redressal Policy' and a 'Whistle Blower Policy' and in order to adhere to BAL's commitment, all employees have the liberty to raise concerns, if any, to the Company's Management. Three stakeholder complaints pertaining to the Company's policies under Principle 1 were received in 2021-22. Two of them were resolved and third complaint, which was received in March 2022, is in progress for investigation as of 31 March 2022.

BAL is a signatory of the World Economic Forum's initiative, 'Partnership Against Corruption Initiative' (PACI). Furthermore, the Company is also a signatory to the Model Code of Conduct developed by the Confederation of Indian Industry (CII).

**PRINCIPLE 2**
**Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle**

Innovation and technological development are critical aspects of BAL's consistent success. The R&D Division continuously works towards implementing various technological developments and enables the Company to achieve new benchmarks in the industry. In Akurdi, the Company has a cutting-edge R&D Centre where the management and senior leadership collaborate to enhance the synergy between R&D, manufacturing, and sales.

Of the several products rolled-out by the Company, details of some of the new products launch that has addressed social and environmental concerns are mentioned below

Product	Social and Environmental Benefits
Pulsar N250 and F250	<ul style="list-style-type: none"> <li>• Bigger tires for improved stability and control (100/80-17 Front and 130/70-17 Rear) enhancing safety to the customer</li> <li>• Bi-functional Projectors LED Head Lamps for energy efficient excellent road visibility, thereby increasing customer safety</li> <li>• Rear Mono shock for better handling</li> <li>• Mobile charger USB connectivity on Tank Flap, a location that is convenient for the customer</li> <li>• Instrument console with gear indicator, clock, fuel consumption, distance to empty features leading to efficient use of the vehicle</li> <li>• Environment-friendly engine that meets the BS6 exhaust and evaporative emission regulations. Also, it is compliant to the stringent Euro 5 regulation for the international markets.</li> </ul>

	<ul style="list-style-type: none"> <li>• Customer comfort and fatigue free driving due to positive gear shifting and light clutch incorporating Assist and Slipper (A&amp;S) technology.</li> <li>• Viscous air filter element ensuring a consistent exhaust emission performance.</li> </ul>
New Chetak EV	<ul style="list-style-type: none"> <li>• The new Chetak EV system parts have been designed in-house and developed locally</li> <li>• Offers enhanced acceleration and climbing performance for the customers</li> <li>• Supplied with a charging cable assembly, which has multi-level safety features such as shock protection to the user, charging disabled in absence of firm earthing, and voltage surge protection.</li> <li>• All the equipment come with aluminium casing. Aluminium being a conductor, the thermal connection directly feeds to cells for heat extraction.</li> <li>• In-built fan and smartly designed air passages for effective cooling.</li> <li>• Reduced charging time leading to lower downtime for the customer</li> </ul>
RE 4S CNG / LPG MonoFuel with Limphome feature	<ul style="list-style-type: none"> <li>• Launched new RE 4S CNG / LPG version with a Limphome feature that enables drivers to continue using the vehicle even when the gaseous fuel tank goes empty. Special feature of the vehicle is the auto-changeover mechanism between gaseous and petrol versions even when the vehicle is running.</li> <li>• Improved start ability with fuel injection in both modes, thereby improving life of starter motor.</li> <li>• Use of high strength steels in the new RE 4S offers better durability and weight benefits.</li> <li>• All versions come with tubeless tyres that have been configured for better rolling resistance, which results in improved fuel efficiency and lower emissions. Tubeless tyres ensure that in case of a puncture, the tyre does not lose air pressure instantly and lets the vehicle continue to run without any safety concern.</li> </ul>

## Sustainable Sourcing

In order to integrate a safe and eco-friendly approach throughout the supply chain, BAL has a 'Green Purchasing Policy', which lists out the Company's expectations from suppliers pertaining to water, energy and natural resource conservation.

Local vendors are given preference whenever possible, and the Company has identified certain vendor clusters near each of its operations, resulting in overall socio-economic development and the creation of local job opportunities. BAL continues to maintain robust engagement with its vendors through the 'Bajaj Auto Vendor Association' (BAVA), which comprises of 240 members. Currently, 135 of these members are ISO 14001/OHSAS 18001 certified. Going forward, the Company plans to make these certifications a mandatory requirement for all of its vendors.

Safety has always been an important aspect of BAL's working culture and it has been the Company's constant endeavour to extend this safety culture among all its vendors. To this end, the BAVA Safety Committees have been formed at Chakan, Waluj and Pantnagar to institutionalize safety among the Company's vendors. Each committee consists of safety officers and HR heads of BAVA members in that cluster. All members in the committee are provided with regular safety trainings including specialized Behaviour Base Safety (BBS) trainings. A total of 194 cumulative safety cross-audits have been conducted among vendors within these clusters. Conducted by the members of BAVA Safety Committees, these audits not only serve to assess the vendor safety practices but also function as a platform for sharing best practices and cross-learning among the BAVA members. In April 2021, BAL initiated a process of self-safety audit as per the standard check sheet, which is being established at the vendor's end. The check sheet was further modified based on the inputs received from the Directorate of Industrial Safety and Health (DISH) and BAL's expertise and communicated to vendors.

The Company has completed 59 third-party legal and environmental audits of its vendors. Based on the closure of all Nonconformity (NCs) / Observations and detailed secondary research, a comprehensive list of applicable regulations for vendors has been created. In addition, a portal has been developed for all the BAVA members to upload their compliance status against these requirements. This portal is also used for sending alerts to ensure timely renewal actions. All the changes in the relevant laws are communicated to vendors in a timely manner and the same is updated on portal for their reference.

BAL has a Total Productive Maintenance (TPM) Policy, which assists Tier I and Tier II vendors to enhance their operational, human and cost efficiencies. Continuous improvement on SHE (Safety, Health and Environment) parameters is an important element of it. In 2021-22, 175 Tier I vendor groups and 298 Tier II vendors were practising TPM. To advance the adoption of TPM, the Company has instituted the TPM Awards, which recognize best TPM performing vendors. Cumulatively, 128 BAL TPM Awards and 71 BAL TPM Excellence Awards have been awarded to vendors. Furthermore, 25 vendors have been recognized with the JIPM TPM Excellence awards and 13 vendors have received JIPM TPM Excellence Consistency Award.

One of the focus areas in TPM is yield improvements in raw material weights through adoption of various process improvements, alternate processes, and efficiency improvement initiatives. These initiatives are expected to achieve efficiencies in overall raw material consumption over a period of time, thereby leading to positive environmental impacts.

BAL also encourages its vendors to adopt best practices in energy conservation, including promotion of solar panel installation at major vendor locations. Currently, 39 vendors have installed roof-top solar projects (cumulative 35 MW capacity) at their premises, resulting in generation of green power and reduction in greenhouse gas emissions.

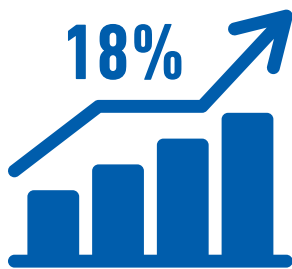
Further, on waste management, the Company primarily engages with authorized recyclers for the entire process from disposal to recycling of wastes such as used oil, batteries, and paint sludge, amongst others.

### PRINCIPLE 3



#### Businesses should promote the wellbeing of all employees

**The overall female GTE hire has gone up**



BAL is committed to investing in skill and competency building of its employees and ensuring their overall progress and well-being, while driving a culture of performance excellence within the Company. During the financial year 2021-22, BAL hired 3,799 employees, including 275 permanent employees, 311 on probation, 3,183 trainees (including 222 interns) and 30 fixed-term contractual employees. The total headcount stood at 10,134 employees as of 31 March 2022. Each of the four plants have Company-recognised trade unions, and 35% of the employees are members of these unions. Currently, BAL has 17 specially-abled permanent employees. As an equal opportunity employer, BAL promotes diversity and inclusion, and encourages employment of women across the organization. The overall female GTE hire has gone up from 2% in 19-20, 8% in 20-21, 18% in 21-22. We partnered with India Diversity Forum as founding member which has helped us brand Bajaj Auto as a diversity focused organization culminating in 14k+ likes on LinkedIn. We are ranked 115 out of 334 participants in a diversity survey of Best companies for women in India Award, conducted by Working Mother and Avtar Best Companies for Women in India (BCWI). As on 31 March 2022, the Company has 667 women employees with almost 64% of women working in manufacturing plants and in engineering.

BAL has a 'Prevention of Sexual Harassment at Workplace' (POSH) policy with the aim of ensuring safety and security of its women employees. No complaints were filed relating to child labour, forced labour, involuntary labour, and sexual harassment during the financial year under review.

Ethics and values have always been the core elements of BAL's operations and the Company takes stringent actions against any violation. BAL strives to ensure that its Code of Conduct policy is implemented in the organization effectively and encourages its employees to report any incidents of violation without fear of hierarchy or retaliation. The Company has partnered with Integrity Matters® for Bajaj Auto Ethics Helpline. The employees can report any ethical violations including violations of

Code-of-Conduct, policies, or any legal compliance through this helpline. While employees are encouraged to report in a transparent and open manner, the reporting can also be done anonymously.

The Company has been evaluating advanced digital technologies such as Virtual Reality (VR) and Augmented Reality (AR) for learning delivery. These technologies have significant potential to help us leapfrog our competition in terms of training delivery for Diploma Trainee Engineers and Line Engineers.

## **O** **Complaints filed during the year relating to**

- **Child labour**
- **Forced labour**
- **Involuntary labour**
- **Sexual harassment**

BAL has partnered with Librarywala, an online book and digital library, for its employees belonging to the mid management cadre and above. The offering provides access to over 1,00,000 physical books, doorstep delivery and pick-up, and availability of e-books in 10+ languages, among other benefits.

BAL has launched UTSAH, which is a state-of-the-art wellness and recreational facility spread across 6.5 acres in Akurdi, for all its employees. As part of the UTSAH launch, a new library facility was also inaugurated, which has been built on a world-class Library Management System helping the Company to automate all the activities with minimum human intervention.

As an employee-centric organization, BAL has been providing continuous and constant support to its employees through various measures and initiatives. In this regard, during 2021-22, a compassionate benevolent scheme was introduced to support the families of employees who have passed away due to the COVID-19 pandemic. Under this intervention, the Company extended its help in the following manner:

- BAL would pay Monthly Gross Salary (excluding retirals) up to a maximum of INR 2 lakh p.m. for 24 Months
- BAL would provide education assistance for up to 2 children until they complete their graduation degree
- The benefits under the hospitalization insurance policy will be extended up to a period of 60 months for the spouse and up to 2 children till 25 years of age.



*Bajaj Auto's recreational facility for employees – 'Utsah'*

After a successful first phase of the COVID-19 vaccination drive for its employees aged above 45 years, in association with local authorities, BAL launched a dedicated vaccination drive for all employees aged over 18 years across all its plant locations. The facility also covered the family of the employees. Furthermore, the Company extended the vaccine support to all its contract employees and their families.

The Company launched an initiative – Doctor 24x7, which is a teleconsultation app that enables all its employees to virtually consult with well-qualified doctors, medical practitioners, and experts across India at zero cost. More than 5,000 employees have already installed and started using the services. The Company has also launched 1 to 1 help, an 'Employee Assistance Program' aimed at catering to the employee's emotional and psychological needs.



**PRINCIPLE 4**

**Businesses should respect the interests of, and be responsive towards all Stakeholders, especially those who are disadvantaged, vulnerable and marginalised.**

Adhering to the core tenets of fairness and non-discrimination, the Company provides equal opportunity to all its employees and has established processes to ensure that no form of discrimination against the socially disadvantaged sections occurs at the workplace. Launched in 2006, the 'Code of Conduct for Affirmative Action' formalizes this commitment and ensures that equal preference is given to people from socially disadvantaged sections of the society ensuring that merit and other business considerations are equal. During 2021-22, BAL recruited 3,799 new employees of which 376 (10%) belong to scheduled castes and scheduled tribes.

**10%**

**of new employees recruited belong to scheduled castes and scheduled tribes**

BAL has mapped its internal and external stakeholders and identified the disadvantaged, vulnerable and marginalized stakeholders. The Company selects its Corporate Social Responsibility (CSR) proposals, which undergo multiple reviews including field visits prior to a final review by the Board CSR Committee. In 2021-22, each of BAL's CSR partners have undertaken detailed stakeholder engagement and beneficiary selection exercises. Also, a total of 1,250 beneficiaries were contacted via 1,150 surveys/focussed group discussion and one-to-one stakeholder interviews through this exercise.

**PRINCIPLE 5**

**Businesses should respect and promote human rights.**

As a responsible global organization committed to the universally agreed principles of human rights, BAL values integrity of all regulations. The Company ensures compliance with all applicable laws and strives to uphold the human rights of all its internal and external stakeholders. A quarterly legal compliance report is also submitted to the Company's Board of Directors. In 2021-22, BAL recorded zero complaints against violation of human rights.

**PRINCIPLE 6**

**Business should respect, protect, and make efforts to restore the environment.**

In order to integrate a safe and eco-friendly approach throughout the supply chain, BAL has a 'Green Purchasing Policy', which lists out the Company's expectations from its suppliers pertaining to water, energy and natural resource conservation. The Company ensures that its suppliers adhere to ethical conduct related to Environment, Health & Safety and other aspects such as Human Rights and Child Rights.

BAL is committed to creating and preserving a cleaner environment and has aligned its sustainability practices across the entire value chain, including product development, plant operations and the supply chain. Towards this, the Company continuously strives to reduce the impacts of its operations on the environment through sustainable practices and responsible use of resources. BAL follows the mission statement to be "Distinctly Ahead" in creating the benchmarks for resource conservation, maximizing use of renewable energy, and pollution control throughout its product realization cycle. Additionally, the environmental risks are captured in the SHE MS Documents and are periodically updated through an annual review.



Below are the key highlights of the plant-wise SHE initiatives and performance:

### Akurdi Plant

- Use of Induction LED for street lighting, shop lightings and office fittings
- Use of energy efficient pumps for Effluent Treatment Plant and water supply
- Use of Solar Power from roof top 3.22 MWp solar power plant
- Optimum utilization of energy in water chillers for R&D process area
- Efficient use of Sewage Treatment Plant (STP) treated water for gardening
- Electrical savings of over INR 3 crores in 2021-22 from use of renewable energy

### Chakan Plant

- 1.3 % decrease in specific Power Consumption (Unit/Vehicle)
- 1.5 % decrease in specific PNG Consumption (Kg/Vehicle)
- 3.6 % decrease in specific Water Consumption (m<sup>3</sup>/Vehicle)
- 5.8 % decrease in specific Carbon emission (kg/Vehicle) Scope 1 and 2 emission
- Rainwater harvesting in pond of 83,500 cubic meter.
- Chakan Plant is 'Water Positive Plant' as it ensures higher annual ground water recharge than plant water consumption
- Composting of food waste using Black Soldier Flies (BSF) larva
- Installed Reverse Osmosis (RO) plant for treating Effluent Treatment Plant (ETP) treated water, which is used in paint shop- Installation of RO Stage 2 plant. MEE plant commissioning in progress
- Sustainable Practice in Hazardous Waste disposal – 70% of Waste Paint Sludge is sent for recycling instead of Incineration / Landfill
- Clean Energy Generation of 21.2 lac unit from 2 MWp Rooftop Solar Plant and reduction of 1,782 tons of carbon emission
- Planted ~200 fruit sapling in 2021-22; cumulative number of trees of varied species planted till date: 46,850

### Pantnagar Plant

- Despite lesser production and higher power load due to equipment addition, BAL was able to sustain specific power consumption in terms of units/Vehicle.
- 11.7% decrease in Specific PNG Consumption (Kg/Vehicle)
- 3.8% decrease in Specific Water Consumption (m<sup>3</sup>/Vehicle)
- 32.3 % decrease in specific carbon emission (kg/Vehicle) scope 1 and 2 emission
- Trained 16,085 contractual workmen and 1,813 BAL employees on SHE Topic
- Rainwater storage pond of 47,000 cubic meter



Rooftop Solar Plant at Pantnagar

- Clean Energy Generation of 10.6 lacs unit from 1 MWp Rooftop Solar Plant resulted in reduction of 893 tons of carbon emission
- Constructed new rainwater storage ponds for water conservation improving the storage capacity from 25,000 KL to 47,000 KL and therefore making Pantnagar a 'Water Positive Plant'

## Waluj Plant

- 9.2% decrease in specific Power Consumption (Unit/Vehicle)
- 9.3% decrease in Specific LPG Consumption (Kg/Vehicle)
- 0.04% decrease in Specific Water Consumption (m<sup>3</sup>/Vehicle)
- 24.2 % decrease in specific carbon emission (kg/Vehicle) scope 1 and 2 emission
- Trained 4,517 contractual workmen and 949 BAL employees on SHE Topic
- Sustainable Practice in Hazardous Waste disposal – 35% of Waste Paint Sludge is sent for recycling instead of Incineration / Landfill



*Ground Water Recharge at Waluj*

- Clean energy generation of 53.2 lac unit from 5-Megawatt peak (MWp) Rooftop Solar Plant and reduction of 4,588 tons of carbon emission
- Several water conservation techniques implemented such as condition-based cleaning of Pre-Treatment Cathodic Electro Deposition (PTCED) Water Tanks, Demineralised (DM) Water conservation by automation, Use of RO water directly for DM water generation, etc. This led to water savings of 2,180 KL/ month
- Waluj Plant is 'Water Positive Plant' as it ensures higher annual ground water recharge (8 lac KL) than plant water consumption (4.5 lac KL)
- Reduced LPG consumption at Phosphate stage by reduction in C-hanger heat load & optimising tank size at paint shops. This led to LPG savings of 144 Kg / day
- Planted approximately 500 fruit saplings in 2021-22; cumulative number of trees of varied species planted till date stood at 61,402

## HEALTH AND SAFETY

### Akurdi

- 9 mock drills conducted, and SHE Trainings provided to 803 contract employees and 138 BAL workmen

### Waluj

- 78 mock drills conducted, and 314 Safety Trainings were provided to 7,121 BAL employees and contractual workmen
- 49 Health and Safety Audits were conducted in 2021-22

- Utilization of digital platform for worker's participation and engagement in safety management system via organizing online safety quiz on digital portal
- Formation of machine health and hygiene check mechanism to ensure advanced engineering control sustenance on machineries.

## Chakan

- 12 mock drills conducted, and 27 Safety Trainings provided to 5,945 BAL employees and contractual workmen
- 39 Health and Safety Audits were conducted in 2021-22

## Pantnagar

- 23 mock drills conducted, and 583 trainings held for 17,898 BAL employees and contractual workmen
- 50 Health and Safety Audits conducted in 2021-22
- Development of structure for Vertigo Test – Proactive capturing of fall prone cases
- HD of vertical lifeline on Jig tripping and Hot water generator chimneys – Prevention of serious accident due to fall
- Positive locking of lifting tools and tackles – Prevention of accidents during heavy material handling

All emissions and waste generated by the Company are within the limits defined by the Central Pollution Control Board (CPCB) and State Pollution Control Board (SPCB). One Show Cause Notice was served during the CTO application by the Maharashtra Pollution Control Board (MPCB) to the Akurdi Plant. The same was satisfactorily resolved in consultation with MPCB.

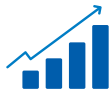
## PRINCIPLE 7



### **Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner.**

As a responsible corporate citizen, BAL actively engages with several industry associations and government bodies to present its views on setting up of new industry standards and regulatory developments related to the automotive manufacturing industry, at both domestic as well as global platforms. The Company's ongoing dialogues through these platforms cover a wide range of areas, which include governance and administration, economic reforms and inclusive development policies, among others. BAL aims to bring about a positive impact in the business ecosystem of the automotive manufacturing industry through such engagement. Listed below are some of the key industry associations of which BAL is member:

- Confederation of Indian Industry
- Society of Indian Automobile Manufacturers
- Federation of Indian Export Organizations
- The Automotive Research Association of India
- Mahratta Chamber of Commerce, Industries and Agriculture
- National Safety Council
- The Advertising Standards Council of India
- Indian Merchant Chamber
- Bombay Chamber of Commerce and Industry

**PRINCIPLE 8**

## Businesses should support inclusive growth and equitable development.

Since the inception of the Corporate Social Responsibility Rules in 2014, the Bajaj Group has partnered with more than 400 NGO partners to support interventions in the areas of health, education, women empowerment, and environmental sustainability. Bajaj Group has spent over INR 1,600 crores till date towards these projects.

In 2021-22, the Bajaj Group undertook a revisioning exercise for CSR and agreed to focus on 'Skilling' as a common flagship priority across the Group companies. In addition, BAL decided to focus on challenges faced by 'Fenceline' communities who are adjacent to the manufacturing facilities and work towards improving the quality of life for these communities.

## Our Activities

### A. Health

In 2021-22, BAL has contributed INR 39 crores towards different health segments. The COVID-19 response activities have continued to remain a priority this year with INR 12 crores contributed towards mitigating the impact of the crisis. Highlights of some key interventions in 2021-22 under the Healthcare sector include:

**Response to COVID-19 second wave:** BAL has been a core supporter of project #MissionVayu, an industry led effort by Maratha Chamber of Commerce Industries and Agriculture (MCCIA) to alleviate impact of the pandemic. As a part of this initiative, the Company has:

- Supported distribution of 69 BiPAPs and 400 oxygen concentrators
- Supported installation of 4 oxygen plants in key rural hospitals in Pune District to alleviate the load on the Pune urban health infrastructure
- Provided more than 200 oxygen supported beds in different parts of Pune district



Mobile Health Care Unit - Arohi



- Supported distribution of 4,000 jumbo oxygen cylinders to NCT Delhi via Give India Foundation, Delhi
- Provided support for setting up of 2 oxygen plants in key government hospitals of West Bengal

BAL has also supported various partner led projects to fight the COVID-19 crisis key among which include:

- Carried out community outreach for vaccination in hard-to-reach sectors of the community with support of the Pune Zilla Parishad to increase the coverage of vaccination. Total 8,80,00 people were vaccinated through this support
- Extended support to Kailash Satyarthi Children's Foundation towards distributing COVID care kits comprising oxygen concentrators and pulse oximeter to 258 registered Child Care Institutes (CCIs) in Rajasthan and Maharashtra. 12,900 children have benefitted through this support.
- Extended support to MAHAN Trust to create community plus hospital-based interventions in Melghat region of Maharashtra

Additionally, the Company has continued to support other ongoing Health (non-COVID) projects such as:

- Support to Prashanti Cancer Care Mission towards breast cancer research
- Support to MAHAN Trust to reach out to 33,000 malnourished tribal children in the Melghat region of Maharashtra
- Support to Arohi to create access to quality healthcare in rural Kumaon. Through this support, BAL has benefitted 3,249 people from Okhalkhanda Block (Nainital district) with primary as well as secondary healthcare support.
- Support to Parivartan Trust through its mental health programme

## 2. Education

BAL focuses on primary education with an aim to address issues related to:

- Low learning outcomes
- Early childhood education
- Dropouts and lack of access to formal schooling

Total contributions made to the Education initiative in 2021-22 was INR 14 crores. Some of the key interventions made in 2021-22 under the education sector include:



*Book distribution by room to read*

- Fellowship and Beyond the Classroom program with Teach to Lead: The project under the Fellowship program supports 100 fellows from top institutes and trains them to serve as full time teachers for children from low-income communities in some of the nation's most under-resourced schools. 'Beyond the Classroom' initiative also partners with 4 of its alumni organizations to support BAL sponsored schools with activity-based learning.
- Literacy program with Room to Read: The program is ongoing in Maharashtra and Uttarakhand, covering 18,600 children from 120 schools. It envisions to reach additional 33,480 children in the coming time by engaging with teachers to provide them with training and support.
- The 'Wings of Doon' program: The 'Wings of Doon' program in collaboration with the Aasraa Trust aims to provide mentorship, guidance and educational support to children who have been successfully mainstreamed into regular schools. The project is ongoing in 8 government schools and is benefitting 2,923 children.

In addition to the above, BAL has provided infrastructural support to 7 NGO partners to set-up schools for children. Highlights of such projects include:

- Hostels and residential quarters at Shiksha Mandal's Bajaj Institute of Technology, Wardha
- Support to police public school, Aurangabad for construction of classrooms

### 3. Livelihood

The Company recognizes the need to empower and uplift the urban and rural poor in the country so that they can generate sustainable and joyful livelihood opportunities for themselves and their families. Total contributions made towards the livelihood sector in 2021-22 is INR 7 crores. Some key interventions made in 2021-22 under the livelihood sector include:

- Incorporating multi-skill foundation course through LAHI: The project seeks to address the issues of low-quality delivery of vocational course in secondary and higher secondary schools in the states of Rajasthan and Uttarakhand by providing in-house technical management expertise. The project intends to achieve the following results:
  - o Revision in state policy to scale up vocational education in both states
  - o Benefit 2,000 children through multiskilled vocational educational programs in the trades such as general engineering, energy and environment, Food processing, and Healthcare and Gardening, amongst others.
- BAL is also supporting Bandhan Konnagar to develop hardcore poor by developing them as entrepreneurs in Udham Singh Nagar and supporting the research program on financial sector and sub-national economic reforms by the Center for Social and Economic Progress in Delhi.

Bajaj Youth Entrepreneurship Development Program in partnership with BYST: BAL partnered with BYST to commence an exclusive B.A. program in the Aurangabad district. The idea behind BA-BYST Youth Entrepreneurship Development Programme (BYST-EYDP) is to assist the disadvantaged youth in developing business ideas into viable enterprises under the guidance of a mentor. The enrolled young entrepreneurs are nurtured till they reach a level where they are not only self-sufficient, but also able to make successful contributions to society through creation of wealth and employment.

### 4. Environment and Natural Resource management

BAL has adopted an environment-friendly approach across all its initiatives, manufacturing processes and technological innovations. The same is extended through its CSR programs as the Company supports multiple initiatives such as water conservation in the drought-prone districts of Aurangabad, Rajasthan, respectively and spring revival in the distant locations of Kumaon. Total contributions made in this sector include INR 5 crores

Key intervention made in 2021-22 under the Environment and Natural Resource Management include:

- Bajaj Water Conservation Project (BWCP): The Bajaj Water Conservation Project covers close to 150 villages in Aurangabad – covering a geographical area of close to 1 lakh Ha. It brings together 6 NGOs, including Jankidevi Bajaj Gram Vikas Sanstha, working on water conservation and strengthening of community water stewardship. The project has completed the construction of 119 new and 242 repair of water harvesting structures in 2021-22.

Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) is a Registered Society and a Trust that functions as BAL's in-house NGO. JBGVS works in 450 villages and about 15 slums in the 5 core districts of Pune, Aurangabad, Wardha in Maharashtra, Sikar in Rajasthan, and Udham Singh Nagar in Uttarakhand. The Integrated Rural Development Project is a flagship intervention of JBGVS cutting across the themes of water, health, education, livelihood, and micro-entrepreneurship, amongst others. The project is designed as a 'Holistic Rural Development Programme' that seeks to bring about dignified and healthy living among the rural communities and strengthen community self-governance in 245 villages.

Third party assessment of CSR projects was initiated basis the Board CSR Committee instructions from 2019-20. This included a mix of End Term assessments as well as Mid Term assessments of larger projects. Agencies are selected via the established vendor selection process. In addition to project impact assessments, detailed (voucher level) financial audits were piloted in 2021-22.

## PRINCIPLE 9



### **Businesses should engage with and provide value to their customers and consumers in a responsible manner**

BAL is a firm believer in the philosophy of 'Customer First', which is a fundamental driver for business excellence. Guided by its Quality Policy, the Company uses various modes such as service centers, web-based interfaces, dealer showrooms, social media and call centers to engage with its customers and seek feedback for continuous improvement and enhanced customer experience. BAL also ensures regular engagement with local service providers through structured familiarization programs and trainings.

#### **Motorcycles:**

Underlining its truly global customer base, BAL continues to build on the brand identity of 'The World's Favourite Indian' that reflects the presence of BAL as a market leader in several countries across the world. In line with BAL's business vision, its Motorcycle Business has adopted TPM, The Prime mover towards Excellence, to continuously improve its core competence in Service. The Company has rolled out the TPM concepts across all BAL dealer workshops and all of them are actively practicing the TPM methodology. 120 of BAL's dealerships are now TPM certified.

**98%**  
of the emails  
being responded  
within 10 minutes

BAL service has always kept customer satisfaction as its key priority. NPS and Digitization are at its center. With the aim of improving transparency for customers, customer journey is now scripted digitally and moving towards paperless service operations at the dealerships. The response time towards customers has been phenomenal; 90% of the customers are being responded within one hour and 98% of the emails being responded within 10 minutes.

During 2021-22, BAL's domestic motorcycle service team worked on back-end and front-end app, in order to bring greater transparency and efficiency of operations. This app is based on 11 key moments, which were obtained from detailed customer feedback based on the Net Promoter Score (NPS).

BAL's Service Strategy is aimed at delivering an exceptional customer experience at workshops, which is coined as Customer Success. The key elements being:

- to step up the capability of channel and internal team
- to enhance the quality of network along with culture transformation at the workshops
- to instigate best in class norms for upcoming workshop under their ambitious project termed as NEXGEN Workshop
- to bring about more rigor on process and system compliance and bring along digital transformation.
- to achieve desirable business outcomes through improved Net Promoter score and dealer workshop revenue growth



To ensure safeguarding of customers warranty terms and conditions and to give them a hassle-free riding experience, BAL has launched exclusive SECURE Program in India under which value added services are sold such Annual Maintenance Contract (AMC), Roadside Assistance (RSA), and Any Time Warranty (ATW), amongst others.

To further transform the customer experience, BAL has launched a project to establish benchmark workshops across the industry and termed it as NEXGEN. Under this initiative, BAL has worked immensely on strengthening Digital Transformation and addressing the feedback obtained from the Net Promoter Score (NPS). In a drive of transformation, the Company is upgrading infrastructure of dealer workshops to make its facility more pleasing for customers and highly efficient for the workshop team. At the same time, digitization has brought transparency in areas of service cost and helped our customers with online service booking facility, menu servicing options, monitor vehicle status from the comfort of home, and hassle-free payment systems.

Furthermore, the Company is also working on revamping the infrastructure of Authorized Service Dealers (ASD) and creating an app to assist its development and thereby ensuring uniform service experience for our customers PAN India.

### **Commercial Vehicles:**

With the aim of moving towards sustainable practices, Bajaj has launched its 'CNG Behtar Hai' initiative. This campaign is focused on driving the customers towards a more environment-friendly fuel type, that is, CNG. This drive would also enable customers to increase their income owing to better operating economics of this fuel type. Additionally, this project is in line with the Indian government's efforts to promote eco-friendly mode of commuting.

BAL has embarked on a wide scale promotion of CNG vehicles to provide superior economy and drive comfort of alternate fuel (CNG) to customers. This is aided by government's expansion of CNG pipeline in new areas. This promotion is currently running in more than 160 districts in India.

BAL has further continued its 'Swarozgar Campaign' and the 'Driver Bane Malik' initiatives. The Swarozgar Campaign gives opportunity to the rural and unemployed youth to enter the three-wheeler business. Under the Driver Bane Malik initiative, assistance is provided to contract drivers to help them in purchasing their vehicles.

To enhance customers' experience at BAL's dealerships, the Company has started to capture the feedbacks and measure the NPS score at main dealerships. Currently, the NPS initiative is running at 104 dealerships and proactive actions are being taken to improve the processes. Moreover, the Company has dedicated call center in place to do in-bound and out-bound customer call for concern addressal and feedbacks. Currently, 64 cases are pending on the Consumer Forum, however, no complaints are logged at national consumer grievance portal.

### **Electric Vehicle:**

The electric vehicle launched by BAL in 2019-20 – 'Chetak', is now available for booking in 20 cities across India. Besides being environment-friendly with zero emissions, Chetak is much quieter to run than the petrol-powered two-wheelers and at the same time it provides a safe and comfortable experience to its riders. The process of purchasing the vehicle is simple and is completed online through the Chetak e-commerce portal. This includes booking, uploading documents, choosing the financing and insurance option, and then finally making the payment. The customer needs to visit the store only for document verification and to receive the final delivery.

To further improve the online experience to a prospective owner, an 'e-showroom' has been put in place on the Chetak website ([www.chetak.com](http://www.chetak.com)), that largely replicates the in-showroom experience. In addition to this, the FAQ section of the website is built in such a way that it answers almost all technical queries of customers. From the history of the brand, to a complete virtual tour, ushered by an AI-powered assistant, the e-showroom offers a best-in-segment online buying experience.

With the aim of continuously improving the customer satisfaction levels, customer feedback is collected at various points in the customer's purchase journey, right from the test ride to the delivery. With the early set of owners providing positive feedback on the product as well as the experience, the Chetak is primed to build on its initial success.

BAL has a robust mechanism in place to receive and respond to consumer complaints and feedback. A unique identification number is generated and given to the customer. All complaints are digitally recorded and monitored. The Turnaround time (TAT) for consumer complaints is always maintained <5 days for all <300 complaints received. Further, the Company has a dedicated call center to respond to all complaints. During the year under review, no customer survey was carried out by the Company.