

IMPACT OF COVID AND POST COVID ON BAJAJ AUTO

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INTRODUCTION

- Bajaj Auto is an Indian multinational two-wheeler and three-wheeler manufacturing company based in Pune, Maharashtra.
- It was established in 1945 and has since grown to become one of India's largest two-wheeler manufacturers.
- The company's product portfolio includes a range of two-wheelers such as motorcycles, scooters, and three-wheelers like auto rickshaws.
- Bajaj Auto is known for its innovative and affordable products, with a strong focus on quality and customer satisfaction.
- The company exports its products to over 70 countries globally and has a strong presence in markets such as Africa, South Asia, and South America.

FOUNDER AND PROMOTER

- Bajaj Auto was founded by Jamnalal Bajaj
- He established the company in 1945 with the goal of manufacturing affordable and high-quality products for the Indian market.
- In 1942, the management of Bajaj Auto was taken over by his son, Kamalnayan Bajaj, who continued to build the company and expand its operations.
- Bajaj Auto is now owned and managed by the Bajaj Group.



VISION AND MISSION

- Vision

Bajaj Auto's vision is to be a global leader in the two-wheeler and three-wheeler segments, providing customers with innovative and affordable products that meet their needs and exceed their expectations.

- Mission

Bajaj Auto's mission is to continuously improve its products, processes, and services to deliver the highest level of customer satisfaction. The company also strives to maintain ethical and responsible business practices, while fostering a supportive and inclusive workplace culture.

QUALITY POLICY

- We at Bajaj Auto continue to firmly believe in providing the customer a “distinctly Ahead experience "through products and services . This we shall strive to continuously improve .
- In our decision making, quality safety and services will be given as much as consideration as productivity , cost and delivery .
- Quality shall be built into every aspect of our work life and business operations . Continuous quality improvements that can meet the expectations of global customers shall be responsibility of every employee.

Manufacturing Challenges at the time of Covid

- Supply chain problems due to lockdown
- Labor shortage
- Reduced demand of products
- Health and safety measures



Production Forecasting during Covid-19

- The covid -19 pandemic has had a significant impact on the automotive industry ,including Bajaj Auto . During the initial stages of the pandemic , there were disruptions in supply chains , lockdown and decreases in consumer demand , which led to a decrease in production .Bajaj Auto like many other manufacturers ,had to temporarily halt production at its plants due to the nationwide lockdown in India .
- To mitigate the impact of the pandemic on its business ,Bajaj Auto has diversified its product portfolio to include electric vehicles and has been focusing on expanding its presence in international markets .

How the Company handled its employees during covid 19

- Work from home
- Health and safety protocols
- Financial
- Mental health support
- Community support

Government policies and support

- Moratorium on loan repayments
- Reduced interest rates
- Tax relief
- Subsidies for electric vehicles
- Incentives for the development of new technologies
- Increase in production linked incentives

Thank You