



# Bajaj Autos Harvard Case Solution & Analysis |





**BAJAJ**

*Distinctly Ahead*

Analysis done by: RAHUL SOMANI  
Roll no: 47

# BUSINESS

Bajaj auto limited is an Indian motorized vehicle producing company.



Products Manufactured:

Scooters:-  
Bajaj kristal DTS-i

Motorcycles:-  
Bajaj Platina  
Bajaj XCD  
Bajaj Pulsar  
Bajaj Avenger  
Bajaj Discover  
Bajaj Ninja  
Bajaj KTM

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# Profit and loss account

Profit & Loss account of Bajaj Auto		----- in Rs. Cr. -----				
	Mar '12	Mar '11	Mar '10	Mar '09	Mar '08	
	12 mths	12 mths	12 mths	12 mths	12 mths	
<b>Income</b>						
Sales Turnover	20,475.74	17,386.51	12,420.95	9,310.24	9,856.66	
Excise Duty	959.09	934.71	607.70	610.07	1,029.51	
Net Sales	19,516.65	16,451.80	11,813.25	8,700.17	8,827.15	
Other Income	413.66	1,176.00	22.50	-6.20	170.27	
Stock Adjustments	94.15	82.79	47.60	-24.49	67.85	
<b>Total Income</b>	<b>20,024.46</b>	<b>17,710.59</b>	<b>11,883.35</b>	<b>8,669.48</b>	<b>9,065.27</b>	
<b>Expenditure</b>						
Raw Materials	14,580.24	11,965.30	8,187.11	6,502.10	6,760.04	
Power & Fuel Cost	101.85	86.61	70.35	60.89	69.20	
Employee Cost	541.04	494.33	411.76	366.67	350.09	
Other Manufacturing Expenses	73.76	61.77	57.54	57.08	53.72	
Selling and Admin Expenses	364.06	517.27	407.61	381.73	390.15	
Miscellaneous Expenses	263.37	168.53	221.94	225.56	209.63	
Preoperative Exp Capitalised	-49.43	-16.66	-15.67	-14.42	-23.04	
<b>Total Expenses</b>	<b>15,874.89</b>	<b>13,277.15</b>	<b>9,340.64</b>	<b>7,579.61</b>	<b>7,809.79</b>	
	<b>Mar '12</b>	<b>Mar '11</b>	<b>Mar '10</b>	<b>Mar '09</b>	<b>Mar '08</b>	
	12 mths	12 mths	12 mths	12 mths	12 mths	
<b>Operating Profit</b>	<b>3,735.91</b>	<b>3,257.44</b>	<b>2,520.21</b>	<b>1,096.07</b>	<b>1,085.21</b>	
PBDIT	4,149.57	4,433.44	2,542.71	1,089.87	1,255.48	
Interest	22.24	1.69	5.98	21.01	5.16	
PBDT	4,127.33	4,431.75	2,536.73	1,068.86	1,250.32	
Depreciation	145.62	122.84	136.45	129.79	173.96	
Other Written Off	2.14	2.14	0.00	0.00	1.12	
Profit Before Tax	3,979.57	4,306.77	2,400.28	939.07	1,075.24	
Extra-ordinary items	46.60	46.77	26.87	18.72	59.32	
PBT (Post Extra-ord Items)	4,026.17	4,353.54	2,427.15	957.79	1,134.56	
Tax	1,022.12	1,011.02	710.12	301.61	378.78	
<b>Reported Net Profit</b>	<b>3,004.05</b>	<b>3,339.73</b>	<b>1,702.73</b>	<b>656.48</b>	<b>755.95</b>	

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----- in Rs. Cr. -----

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# Graphical Representation.

