

Mr. Shekhar Bajaj

Chairman - Bajaj Electricals Limited and Bajel Projects Limited

Mr. Shekhar Bajaj's career spans decades of leadership and guidance in the corporate landscape. As the Chairman of Bajaj Electricals Limited and Bajel Projects Limited, he has steered these organizations towards success, earning widespread acclaim for his strategic acumen and commitment to excellence.

Born into the esteemed Bajaj family, Mr. Bajaj's upbringing was steeped in trust, transparency and Gandhian ideals, instilled by his grandfather, Shri. Jamnalal Bajaj and social reformer grandmother Smt Jankidevi Bajaj. He further inherited core values of ethical business along with a strong sense of national duty from his father Shri Ramkrishna Bajaj. Armed with a B.Sc. (Hons) degree in Mathematics from Pune University and further fortified by an MBA from New York University, Mr. Bajaj embarked on his professional journey with a blend of academic background and practical wisdom.

His tenure at Bajaj Sevashram was crucial in honing his skills and understanding the intricacies of business operations. Over the years, Mr. Bajaj assumed leadership roles within Bajaj Electricals, culminating in his appointment as Managing Director in 1984, followed by Chairman & Managing Director in 1990.

Under Mr. Bajaj's leadership, Bajaj Electricals underwent a shift, evolving from a traditional player to a dynamic force driving innovation and excellence in the industry. Embracing technological advancements and forging strategic alliances, Mr. Bajaj enabled the company to advance into new sectors, diversifying its product portfolio and enhancing its competitive edge. Under Mr Bajaj's leadership, the company expanded into the High Mast and the Transmission Line Tower business, facilitating significant growth.

He led strategic tie-ups with international companies like Morphy Richards of the UK for Appliances. The company also launched a new performance-backed appliances brand 'Nex' in 2023. The introduction of ToC (Theory of Constraints) by Bajaj Electricals achieved great success upon implementation across businesses, helping the company reach out to far-flung places with over 2,00,000 retail counters, covering over 500 districts across the country.

His leadership style combines qualities of compassion and concern. He has successfully bridged the gap between principles and profitability, philanthropy and professionalism in his unpretentious and unassuming manner. He believes people are the ultimate source of

strength in any organisation. He upholds meritocracy, looking upon his employees as an extension of his family and in the process, winning the unswerving loyalty of his team.

Mr. Bajaj is deeply committed to Corporate Social Responsibility and community development. According to Mr Bajaj, CSR is not just about fulfilling legal obligations. It is about embracing ethical values and contributing to sustainable development for the benefit of society, the nation and the planet. He has supported programmes that range from providing accessible eye-health care in remote villages, planting lakhs of trees on barren land to convert them into mini forests, supporting small-scale industries and weavers of Khadi; and many such initiatives that characterize the Bajaj Group's motto of 'Going Beyond'.

He inspires future generations of leaders, embodying the values of integrity, resilience, and compassionate leadership.

Roles and Recognitions:

- Past President of multiple prestigious associations including ASSOCHAM, IMC, ELCOMA, IFMA, and CFBP.
- On the board of BHIL, Hercules Hoist of numerous companies, contributing his expertise and leadership.
- Recognized for his service to the industry with an Honorary Doctorate, reflecting his long-standing dedication and outstanding contributions.