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	www.bajajauto.com
5	Email address	brr.response@bajajauto.co.in
6	Financial year reported	1 April 2017 – 31 March 2018
7	Sector(s) that the Company is engagement in	Automobile
8	Three key products/services manufactured/ provided by the Company	Motorcycles and Three and Four wheeler commercial vehicles
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 81 countries across the world

Section B	Financial details of the Company	
1	Paid up capital	₹ 289.37 crore
2	Total turnover	₹ 26,910.51 crore
3	Total profit after tax	₹ 4,068.10 crore
4	Total spending on CSR as percentage of PAT (%)	Refer Annual Report on CSR activities
5	List of the activities in which expenditure in 4 above has been incurred	Refer Annual Report on CSR activities

Section C	Other details	
1	Does the Company has any subsidiary company/companies?	Yes (for details, refer Notes to Consolidated Financial Statements).
2	Do the subsidiary company/companies participate in the BR 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 responsible for BR	
(a)	Details of the Director responsible for implementation of the BR policy	
	DIN	07464437
	Name	Pradeep Shrivastava
	Designation	Executive Director
(b)	Details of the BR head	
	DIN (if applicable)	Not applicable
	Name	Kevin D'sa
	Designation	CFO
	Telephone number	(020) 6610 6601
	e-mail id	kpdsa@bajajauto.co.in
2	Principle-wise BR policy/policies	Included in this report
3	Governance related to BR	Included in this report

Section E	Principle-wise performance	
1	Principle-wise performance	Included in this report

Preface

As mandated by Securities and Exchange Board of India (SEBI), India's top 500 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 2017-18. This Report is required to be in line with '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') presents its sixth BRR, in line with the NVGs and the BRR requirement of SEBI. 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's business philosophy is built on the key foundational values of ethics, transparency and accountability. The Company firmly believes that trust, integrity and credibility are key elements in creating value for its stakeholders. To ensure that these principles are adhered to, BAL adopted a Company-wide 'Code of Conduct' (CoC) in 2009. It describes integrity, cultural and good working norms as well as the process to address any violations. Every BAL employee is required to adhere to the CoC's requirements and the same are introduced to them during induction.

In order to enable employees to raise concerns to the Company's Management, the CoC also contains a 'Grievance Redressal Policy' and a 'Whistle Blower Policy'. No complaints were received with respect to the above two policies in the year 2017-18.

A separate CoC specifically applicable to the Company's Directors and Senior Management is also in place which states 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 the CoC. A declaration to this effect, signed by the Managing Director, is given in the Annual Report.

The Company is also signatory to the Model Code of Conduct developed by Confederation of Indian Industry (CII). In addition to this, BAL is an industry partner of the World Economic Forum's initiative, 'Partnership Against Corruption Initiative' (PACI), and has a policy of a zero-tolerance towards bribery.

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

BAL believes that alignment of business plans and activities with sustainability goals leads to long-term growth for the Company. It is aware of the relation that it shares with the natural environment and invests resources to ensure safety and resource efficiency at all stages of the product life. These include product development, plant operations as well as supply chain management.

Product sustainability

All BAL products are compliant with the environmental standards in the Indian Central Motor Vehicle Rules (CMVR), as applicable from time to time. These include regulations related to the tail-pipe emissions of air pollutants such as Carbon Monoxide (CO), Hydrocarbons (HC), Nitrogen oxides (NOx) gases as well as particulate matter, as applicable. For such compliances, all BAL models are 'Type approval' certified by the Automotive Research Association of India (ARAI).

BAL also ensures compliance with the Conformity of Production (COP) requirements for emissions, under CMVR. All existing BAL models are BS IV compliant and certified by ARAI. Currently, it is also working on BS VI compliant models as well as emission free electric vehicles. BAL also ensures that export models meet the varying regulatory requirements applicable for each country.

In a preliminary study of BAL products, it was observed that their recyclability and recoverability rates were 87% and 94% respectively.

While BAL constantly works towards improving the fuel efficiency of its two and three-wheeler models, it has also introduced a few high fuel efficiency models, which are some of the best in the class. Also, some of BAL's two-wheeler models already have anti-lock braking system or combined braking system, based on their engine power.

Sustainable Sourcing

The 'Green Purchasing Policy' of BAL contains requirements related to water, energy and natural resource conservation that need to be met by the entire supply chain. In line with this Policy, all key vendors are being certified for ISO 14001 and OHSAS 18001 management systems. The following table provides an update on the same:

	ISO 14001/OHSAS 18001 certified Cumulative	
Vendor Cluster	**FY2017**	**FY2018**
Chakan	43	49
Waluj	61	65
Pantnagar	19	19
Total	123	133

There are vendor clusters located close to each of the BAL plants. These vendors are engaged by BAL through the 'Bajaj Auto Vendor Association' (BAVA), which currently has 163 members. While 133 of these members are ISO 14001/OHSAS 18001 certified, the Company plans to make such certifications a prerequisite for all prospective BAVA members in the future, except assembly vendors, 3PL logistics vendors etc.

Cluster level vendor safety officers' committees have been formed for all the vendor clusters. Cross audits are regularly conducted by these officers at the other vendor locations within the clusters. These, along with frequent BAVA meetings, provide the members with a platform to share their experiences, initiatives and best practices on various topics related to environmental, health and safety (EHS), logistics efficiency and quality improvement, among others.

BAL also has a 'Total Productive Maintenance' (TPM) Policy that enables Tier I and II vendors to improve their operational, human and cost efficiencies. At the end of FY 2017-18, 163 Tier I vendor groups and 267 Tier II vendors were practising TPM. To give a fillip to the adoption of TPM, BAL has also instituted the TPM Awards which recognise best TPM performing vendors.

Continuing the practice of third party legal and environmental audit of vendors, especially the ones involved in surface treatment, a total of 38 audits were conducted in FY 2017-18. These audits were preceded by training to the vendors which helped them understand the process and requirements of the audits. These ensured compliance with regulations and promoted the adoption of good environmental practices among vendors. Also, energy audits were conducted for vendors, which helped them identify best practices in energy efficiency and loss elimination and resulted in energy saving of about 121 lakh units (KWH) in the year 2017-18.

Expanding the coverage of the 'Bill to Ship to' (B2S2) initiative, it has now been extended to all the vendor clusters, thereby improving their efficiency. Another initiative to drive efficiency improvement at the vendor level has been the 'Cluster Kaizen Competition', conducted every quarter. This is followed by a final competition between clusters in the last quarter that recognises improvements in the areas of safety, environment and legal. BAL has also been working with the vendors to encourage the installation of solar panels at major vendor locations. As a pilot project, five vendors installed a rooftop solar system at their factory, thereby generating 1640 KWp power.

Waste reduction

With the aim of reducing the packaging waste being generated, wood crates used for packaging have now been replaced by steel frames. Also, plywood and thermocol have been replaced by corrugated or ecolink boards, thereby reducing the requirement of virgin material.

Principle 3: Businesses should promote the well-being of all employees

BAL provides a positive, safe and inclusive work environment to its employees, which ensures that they achieve their highest potential and take the Company to greater heights.

In the year 2017-18, BAL hired 1,799 employees, including 203 permanent employees, 94 on probation, 1,477 trainees and 25 contractual employees. This led to a total headcount of 9,503 employees. Each of the four plants have Company recognised trade unions, and 47.98% of the employees are members of the same. Currently, BAL has 25 specially-abled permanent employees.

BAL encourages employment of women across the organisation. As on 31st March 2018, there were 355 women employees in BAL, including 155 regular employees, representing a 21% increase over last year and 200 trainees. The Company has a Policy on 'Prevention of Sexual Harassment at Workplace' (POSH) in place to ensure the safety and security of women employees. As part of the International Women's Day celebration, a programme called 'Shakti – Women in Focus' is run every year at BAL. It is a platform to celebrate and engage the women workforce with the larger objective of highlighting the fact that BAL is a woman friendly organisation. This programme effectively communicates the message that women employees in the Company are safe, both emotionally and physically and know that the environment at BAL is conducive to their development and growth. Different stakeholders came together for this programme that includes week-long learning, engagement and recognition activities, simultaneously held across all the four locations. This year, our Board member Dr. Gita Piramal addressed all the women employees during the week.

Recognising the fact that continuous skill enhancement gives a fillip to the productivity of the workforce, BAL provides all its employees various opportunities for skill upgradation. In the year 2017-18, more than 6,000 employees were trained through 306 training programmes, spanning 10,306 man-days. Over and above this, employees were given training through TPM pillars, which included Safety, Health and Environment related training spanning 2,752 man-days.

BAL's flagship leadership development programme, 'Act to Adapt', designed in collaboration with IIM – Ahmedabad continues to nurture future leaders for the Company. This year the scope has been expanded to cover employees in higher positions, through a leadership programme 'Adapt to Align'. This enables smooth transition of employees into their new roles. BAL is now aligned to the leadership competency framework (Anticipate – Align – Adapt – Act).

In order to ensure that the service providers are compliant with all applicable norms, the Company conducts regular supplier audits. BAL also has in place a 'Charter of Fair and Responsible Workplace Guidelines' for employees of service providers and collaborative employee relations.

While there were no complaints filed or pending relating to child labour, forced labour, involuntary labour or discriminatory employment during the year 2017-18, one complaint related to sexual harassment was filed and closed during the same period as per laid down procedure.

Voluntary Parental cover was launched during FY 2017-18, in addition to the existing medical coverage for the employee and family.

Principle 4: Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

As an equal opportunity employer, BAL ensures that there is no discrimination of any type for socially disadvantaged sections in the work place. To formalise its commitment, it launched the 'Code of Conduct for Affirmative Action' in 2006, which ensures that preference is given to people from socially disadvantaged sections of the society, provided merit and other business considerations are equal. During the year 2017-18, BAL recruited 1,799 new employees of which 168 (9.34%) belong to scheduled castes and scheduled tribes.

Principle 5: Businesses should respect and promote human rights

BAL strives to uphold the human rights of all its internal and external stakeholders and ensures compliance with all applicable laws. In this regard, a legal compliance report is submitted to the Company's Board of Directors on a quarterly basis. There were no complaints on violation of human rights in the year 2017-18.

Principle 6: Business should respect, protect and make efforts to restore the environment

Responsible use of natural resources and adoption of sustainable practices enable BAL to move forward in its endeavour to minimise the environmental impact of its operations. As a responsible company, it is committed to creating and preserving a clean environment and society. BAL continues to remain in full compliance with all applicable regulations and is dedicated to the continual improvement of its safety, occupational health and environmental performance.

The decisions of the Company are guided by BAL's Safety, Health and Environment (SHE) Policy. 'Safety' helps in the creation of a safe working environment, thereby minimising the risk of accidents. 'Health' includes provision of individual health check-ups, worker training on hygiene and health practices, access to safe drinking water, noise reduction etc. 'Environment' is related to the initiatives that reduce air, water and land pollution, as well as management of hazardous waste and resource conservation.

Plant-wise highligts of key environmental initiatives are provided below:

Chakan plant	Waluj plant
Gold Award for safety initiatives and safety skit by Quality Circle Forum of India, Pune Chapter	Awarded National Energy Management Award 2017 for 'Excellent Energy Efficient Unit' by Confederation of Indian Industry (CII)
Recognition Award for Implementation of Behaviour Based Safety by Forum of Behavioural Safety	6.64% reduction in specific power consumption (KWH/ Vehicle)
World-Class Safety Practices for Business Sustainability Award by Society of Power and Energy professionals	2.77% reduction in specific LPG consumption (kg/vehicle)
2 MW installed solar capacity with generation of 14.5 lakh units in FY 2017-18, leading to reduction of 1,200 tons of CO2e	Oxo biodegradable plastic has been introduced for packaging as a step towards biodegradable and environment friendly plastic
2000 saplings planted inside the plant and 5000 outside the plant, on MIDC plot at Chimbli phata as part of Environment Day Celebrations	Multiple Effective Evaporator commissioned
Kaizens for resource conservation have led to reduction of 4.24% in power, 24% in fuel and 10% in water consumption. Also, 6% reduction in packaging material consumption has led to the following consumption reduction in FY 2017-18: Plastic 18.99 Ton, Corrugated Material 43 ton, and Wood 717 ton	Use of eco-friendly housekeeping chemical to reduce chemical pollution load generated from toxic housekeeping chemicals
Certified with the latest version of ISO 14001, i.e. ISO 14001-2015	4.6% reduction in specific carbon emission (kg/ vehicle)
Celebration of Energy Conservation Week	Rainwater harvesting pond capacity increased from 70,000 M3 to 85,000 M3, by installation of gate wall barrier at inlet trench nallah of ponds
	Training on Behaviour Base Safety given to 4,058 employees
	Celebration of Energy Conservation Week

Pantnagar plant	Akurdi plant
Kaizens have reduced power consumption by 451,500 units/year, bringing the specific power consumption to 6.3 units/vehicle	45.4% of electricity sourced from renewable sources
Kaizens have reduced water consumption by 4,162 M3/year, bringing the specific water consumption to 0.08 M3/vehicle	1.22 MW installed solar capacity with generation of 14.92 lakh units in FY 2017-18
Kaizens have reduced PNG consumption by 10,000 SCM/year, bringing the specific PNG consumption to 0.4 SCM/vehicle	Kaizens have reduced power consumption by 87,369 units/year
Recorded zero major and minor accidents.	8,949 kg reduction in PNG requirement.
Celebration of Road Safety Week and World Environment Day	Use of LED lights in office, shop floor and street lighting
Certified with the latest version of ISO 14001, i.e. ISO 14001-2015	Certified with the latest version of ISO 14001, i.e. ISO 14001-2015

Other Initiatives
100% of canteen waste at Akurdi, Pantnagar and Chakan is composted.
Use of PNG at Chakan, Pantnagar and Akurdi plants.
Both Waluj and Chakan are water positive plants with patented rain water harvesting structures.
Celebration of Electrical Safety Week at Chakan and Akurdi plants.

All Four Plants

Zero Effluent Discharge (outside plant).
Certified with the latest version of ISO 9001, i.e. ISO 9001-2015 as well as OHSAS 18001-2007.
Celebration of National Safety Week.

All plants of BAL operate as per the 'Consent-to-Operate' provided by the respective State Pollution Control Board (SPCB) and are within permissible limits with regards to the emissions and waste generated. No show cause notice was received from the Central Pollution Control Board or the respective SPCB.

Principle 7: Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

BAL is a responsible member of various national as well as international associations and actively engages in policy advocacy. It presents its views on the setting of new industry standards and regulatory developments pertaining to the automotive manufacturing industry. Areas covered include governance and administration, economic reforms and inclusive development policies, among others. Some of the key associations of which BAL is member are:

- Confederation of Indian Industry (CII)
- Society of Indian Automobile Manufacturers
- World Economic Forum
- Federation of Indian Export Organisations
- Business and Community Foundation
- The Automotive Research Association of India
- Mahratta Chamber of Commerce, Industries and Agriculture
- NAFEMS Ltd.
- National Safety Council
- The Advertising Standards Council of India
- Indian Merchant Chamber
- Bombay Chamber of Commerce and Industry
- Engineering Export Promotion Council of India

Principle 8: Businesses should support inclusive growth and equitable development

The vision and philosophy of late Shri Jamnalal Bajaj, the founder of Bajaj Group, guide the Corporate Social Responsibility (CSR) activities of the group. He embodied the concept of trusteeship in business and common good, and laid the foundation for ethical, value-based and transparent functioning.

Bajaj Group believes that true and full measure of growth, success and progress lies beyond balance sheets or conventional economic indices. It is best reflected in the difference that business and industry make to the lives of people.

Through its social investments, Bajaj Group addresses the needs of communities residing in the vicinity of its facilities by taking sustainable initiatives in the areas of health, education, environment conservation, infrastructure and community development, and response to natural calamities. For society, however, Bajaj is more than a corporate identity. It is a catalyst for social empowerment and the reason behind the smiles that light up a million faces.

Its goodwill resonates in the two simple words that live in the collective consciousness of Indians-Hamara Bajaj.

Guiding principles

The Bajaj Group believes that social investments should:

- **Benefit generations:** The Company believes in 'investment in resource creation' for use over generations. The Company tries to identify sustainable projects which will benefit the society over long periods.
- **Educate for self-reliance and growth:** To usher in a growth-oriented society and thereby a very strong and prosperous nation, by educating each and every Indian.
- **Promote health:** The Company believes good health is a pre-requisite for both education and productivity.
- **Encourage for self-help:** To guide and do hand holding for self-help, individually and collectively to create excellence for self and for the team.
- **Be focused:** The Company believes that activities should be focused around locations where it has a presence and hence can effectively guide, monitor and implement specific projects.
- **Target those who need it most:** Care for the sections of the society, which are socially at the lowest rung irrespective of their religion or caste or language or colour.
- **Sustain natural resources:** The Company encourages balanced development and ensure least adverse impact on environment – Growth with Mother Nature's–blessings.

Our Activities
(Please refer to the **Annual Report on CSR activities** for a detailed list of partners and grant amounts)

1. **Education:**
    - The Bajaj Education Initiative (BEI), a flagship scheme of BAL that is being implemented by Jankidevi Bajaj Gram Vikas Sanstha (JBGVS), focusses on improving quality of education in Government and low cost private schools in Pune - specifically in Pimpri-Chinchwad area. During the reporting period, BEI has conducted 33 programme covering 4,390 students, 1,003 teachers and 888 parents, across 110 schools, thereby covering a total of 6,281 beneficiaries. A total of 40 e-learning kits were provided during the year taking the cumulative number to 1,670.
    - As part of BAL's commitment to promote quality education for children, various initiatives have benefitted more than 60,000 students in approximately 400 schools across Maharashtra, Rajasthan and Uttarakhand.
    - Bajaj Auto has also undertaken the upgradation of 5 Industrial Training Institutes (ITI) under the Public Private Partnership (PPP) Scheme in the vicinity of its plants. This has helped in significantly increasing the total strength of students at the ITIs
2. **Health**
    - The Bajaj YCMH ART (Anti Retro-Viral Therapy) Centre at Yashwantrao Chavan Memorial Hospital, Pimpri, Pune, has been in operation since August 2008, as a partnership for 5,000 ART patients between NACO, YCMH and BAL. Over the years, the centre has provided treatment to 15,288 patients with a daily flow of more than 200 patients.
    - The Kamalnayan Bajaj Hospital, which is a charitable institute, extends services to below Poverty Line (BPL) and Economically Weaker Section (EWS) of the society. While the treatment for BPL patients is free, for EWS it is subsidised to the extent of 50%. Till date, the benefit of this scheme has been extended to 33,698 patients and ₹ 4.67 crore (approx.) has been spent on it.

3. Environment and Water

- The Bajaj Water Conservation Project covers around 103,938 Ha area across the states of Maharashtra, Rajasthan and Uttarakhand. These projects aim to conserve about 172,594 TCM water through activities like nullah deepening, construction of check dams and percolation tanks. Phase-1 of this project has covered 51 villages and benefitted 17,435 families.

- The Bajaj Majhi City Swachh City Initiative which is a collaboration between BAL, Centre for Applied Research and People's Engagement and Aurangabad Municipal Corporation, aims to improve and enhance the solid waste management practices in 93 Wards of Aurangabad City.

- As part of the Bajaj Drinking Water Project, modern "Community managed Sustainable Drinking Water Systems" have been installed at 21 villages to provide safe and clean water of high quality, as per WHO, to the underserved people of 21 villages in Latur, Solapur and Osmanabad Districts of Maharashtra.

4. Support to welfare of Armed Force Veterans and ex-servicemen:

- Bajaj Auto Limited also supports the Paraplegic Rehabilitation Centre (PRC), Kirkee, Pune, a rehabilitation centre meant for the after care and rehabilitation of personnel from India's defence forces. This year, contribution of ₹ 1.20 crore has been made for upgradation of the facilities at the centre, which include a bus for their commute, specially designed basketball wheelchairs and a computer lab.

- BAL provided a contribution to the Kendriya Sainik Board's Armed Forces Flag Day Fund to support the various welfare schemes run by them.

5. Livelihood:

- A project for livestock development, covering 27,500 families, has been launched in Uttarakhand where 50 livestock development centres will be established through the project that will make specific efforts to improve cattle breed and increase the productivity.

- A project on improving food and nutrition security of rural communities through promotion of millets and nutrition gardens has been initiated in Uttarakhand. This project also aims to create Women's Farmer Producer Companies and Farmer Federations for exploring marketability of farm produce and farm based products.

6. Arpan:

Aimed at promotion of social consciousness among Bajaj employees and the society, following are the key activities undertaken in and around Pune as part of this initiative:

- **Environment:** Making seed balls and planting them at Ghoradeshwar hills with the help of Warje Housing Society members and BAL Trekking Group. Seed ball plantation was also undertaken at Ashramshala in Pangri village, along with sapling plantation at Warje hills.

- **Community Development:** Activities undertaken include water conservation, promotion of yoga and Independence Day celebration. Also, a 200 L boiler for the benefit of students during winter was provided to a tribal school near Maval.

- **Education:** Painting and repairing of classrooms and donation of water filters and dispensation units to schools in Kadus village and Maval village. Construction of toilets at a school in Khadakwadi village with the help of the village panchayat and JBGVS.

- **Health and Safety:** A 48 km cycling trip was undertaken around Pune to create awareness about health, safety and environment. Further, Arpan volunteers worked together with JBGVS teams to create awareness about cleanliness and personal hygiene among tribal girls.

7. Other development activities:

- Support for rural development activities of JBGVS in 110 villages across Maharashtra, Rajasthan and Uttarakhand that have impacted about 110,000 people. These activities include upgradation of infrastructure, provision of healthcare facilities and creation of livelihood enhancement opportunities.

- Support for urban development activities of Samaj Seva Kendras that provide a platform to local communities, especially to women and children, in urban areas near Bajaj Group facilities through various programmes on education, culture, sports, healthcare and vocational training.

- Also, BAL's Safety and Disaster Management Department team attended to fire calls outside the plants for firefighting and rescue operations.

Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner

All the customer engagement activities of Bajaj Auto Limited are guided by its 'Distinctly Ahead' philosophy. BAL has multiple media through which it interacts with its customers and collects their feedback to identify customer satisfaction levels. These include service centres, web-based interfaces, dealer showrooms and call centres. BAL also conducts regular surveys with the dealers, brokers, retailers and roadside mechanics.

With the view that dealers are the face of the Company, multiple initiatives have been taken to enhance the quality of service provided by dealers. These initiatives include Dealer Service Quality Standard Audits, Kaizen Awards and Skill Contests, besides the roll-out of the 'Centralised Dealer Management System' (CDMS) for all the dealers. As a step towards providing quick and effective customer support, the call centres have been integrated with the CDMS, which enables the support executive to access all the customer related data with the help of his mobile number.

With the aim of ensuring that its customers remain safe while driving its vehicles and use the vehicles in the most efficient manner, BAL provides an owner's manual with each vehicle. The manual includes safety check mechanisms, do's and don'ts and fuel saving tips. During the year 2017-18, 118 cases were filed at the consumer forum, while 381 cases are pending as on 31 March 2018.

As a responsible company, BAL's marketing department ensures hygiene factors in all advertisements, such as displaying helmets being used by all passengers on bikes and disclaimers for advertisements with bikes performing stunts. BAL is a signatory to Advertising Standard Council of India (ASCI), who can evaluate and provide corrective recommendations for advertisements. In the year 2017-18, there were no complaints received from ASCI.

Commercial vehicles:

As part of its customer empowerment program, BAL continues to support the 'Swarozgar Campaign' and the 'Driver Bane Malik' initiative. The former enables rural youth to enter the three-wheeler business, while in the latter, contract drivers are assisted in purchasing their own vehicles. BAL also has 'Certified Service Technician' and 'Power Technician' programmes aimed at upgrading the skills of technicians by providing them training and tools. These enable them to provide better service to BAL customers, while also increasing their earning potential. The 'Certified Service Technician' programme currently has more than 1,500 empanelled technicians spread across India. A yearly 'Road Safety Campaign' is also conducted at more than 50 locations, which not only includes a check of the vehicle's health condition, but also covers the eye check-up of the drivers.

Motorcycles:

With the aim of providing an enhanced riding experience and engaging the customers in new and innovative ways, the marketing team organises various programmes. These programmes include riding activation tours, breakfast rides, biking tours, detour challenges, knowledge sessions and expeditions. There are also some exclusive programmes for customers of the higher-end motorbike, which enable the customers to experience their bikes in a safe and controlled environment.