

Press Release

Bajaj Group Welcomes Return of Shri Yogi Adityanath as UP CM

March 25, 2022: The Bajaj Group (Kushagra) has welcomed the return to power of Shri Yogi Adityanath led BJP Government in the state of Uttar Pradesh. Hailing it as a triumph of effective governance and single-minded focus on growth & development, the Group has extended its warm wishes to the newly elected government as it prepares to take charge.

Welcoming the development, Shri Kushagra Nayan Bajaj, Chairman, Bajaj Group said that the return of Double Engine Government under the able leadership of Honourable Shri Yogi Adityanath ji bodes extremely well for the state and its 25 crore citizens.

“To me this is a mandate for continuity, stability, progress, and the promise of a bright future for the state and the people of Uttar Pradesh. I’m confident that development-focused agenda of Shri Yogi Adityanath Ji and his futuristic vision will further the cause of business and industry by providing them with a conducive environment for accelerated growth,” said Mr. Bajaj.

One of India’s largest and most respected business conglomerates the Bajaj Group has been a key part of UP’s growth story for nearly 100 years. Straddling sugar, power, and consumer goods segments, it set up its first sugar mill in the state way back in 1926. Today with 14 mills and 6 distilleries, the group boasts of a sizeable presence in each of its businesses across the state. With over 5 lakh farmers supplying sugarcane to Bajaj Hindustan and the widest network of business partners, associates, vendors, and customers, the group’s sugar business alone touches crores of lives across the state. Add to it, the number of lives that its two other group companies viz., Bajaj Power and Bajaj Consumer touch through 2500 megawatts of clean electricity which meets over 15% of the state’s electricity demand and products like Bajaj Almond Drops Hair Oil which brings in close to 25% of its overall sales from the state.

Besides business, Bajaj Foundation, the group’s philanthropic arm drives its CSR programmes throughout the state.

Mr. Bajaj reiterated his full support to the new government and said that the Group will continue to work closely with the Government towards fulfilling its goal of inclusive growth and holistic development.

“On behalf of the Bajaj Group and all 15,000 of my colleagues I promise to work closely with the state government and leave no stone unturned for development and welfare of the state’s 25 crore people, a large number of whom are associated with us in one way or other,” he added.

For any further queries, please contact the undersigned.

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bajaj ENERGY

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CIN: LD110R,DD06PLC047173

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