

## Bajaj Eléctrica Moçambique, Lda



**Inspiring Trust!**

## **APPLICATION FOR CHINESE INVESTMENT FUND**

### **MARKETING AND TECHNICAL ASSISTANCE PROJECT FOR ELECTRICAL AND ELECTRIC HOUSEHOLD MATERIAL**

**Owner:**

**Bajaj Eléctrica Moçambique, Lda**

Maputo, February de 2021

## 1- PROJECT OVERVIEW

### 1.1. Summary of general project information

Bajaj Electrica Moçambique, Lda, is a Mozambican company, headquartered in the city of Maputo, whose main activity consists of the sale of electrical equipment, household appliances and provision of technical assistance (Maintenance). Acting in two sectors of economic activity, namely, the commerce sector and the services, Bajaj Electrica Moçambique, Lda has accumulated many years of experience, with a strong orientation to the market, determined by good corporate practices and sustainability, with a high sense of commitment and responsibility.

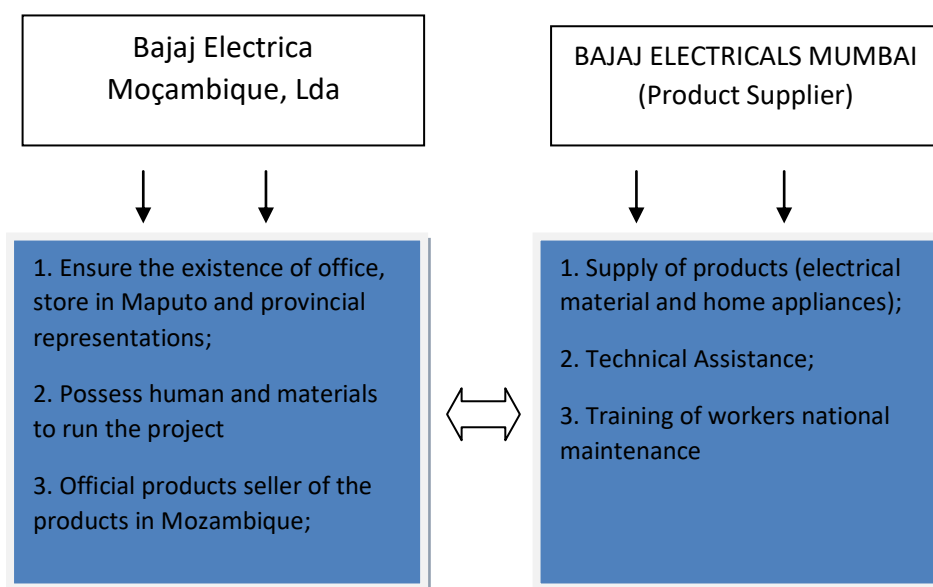
The products offered by the company are of high quality, combined with new technological trends, durability and beauty that make Bajaj able to compete with other companies' reference in the supply of electrical equipment and appliances.

That initiative to install a branch in Mozambique has as its object to expand the market of commercialization of Indian electrical and household appliances, through the supply partnership initialled between Bajaj Electrica Moçambique, Lda and BAJAJ ELECTRICAL MUMBAI.

In a first phase (first year of activity) the company will act in the region south from Mozambique, specifically in Maputo, aiming to attract potential customers with the wide range of products offered and thus position itself in the national market.

In the subsequent phases, the company's central focus will be to expand its business to the centre and north, specifically in the provinces of Sofala (Inhaminga), Zambézia (Mocuba), Niassa (Metangula) and Cabo Delgado (Montepuez).

### Responsibilities of Bajaj Electrica Moçambique, Lda and BAJAJ ELECTRICALS MUMBAI, LDA (Official supplier of products)



## **2- OBJECTIVES:**

### 2.2. Summary of the main objectives of the project

- ✓ Introduce at the Market place Mozambican material tram in quality, well how at new world trends in top quality appliances, bringing Mozambicans closer the lifestyle of the most developed countries, at the best prices on the market;
- ✓ Supply various products of Indian origin through the installation of a branch in Mozambique.

## **3- VISION:**

Short, Medium and Long term vision of the project

### **Long-term**

- ☞ Bajaj Electrica Moçambique, Lda, aims to be a national reference in terms of supply of electrical equipment, appliances and technical assistance services solutions products purchased from our branches;

### **The Medium Term**

- ☞ To be recognized at national level as a solution in the provision of products and services superior quality for the continuous satisfaction of our customers;

### **In short time**

- ☞ Introduce at the Market place Mozambican material tram in quality, well how at new world trends in top quality appliances, bringing Mozambicans closer the lifestyle of the most developed countries, at the best prices on the market.

## **4- SHARE CAPITAL**