

Bajaj Steel Limited

Nagpur



Case Synopsis

Bajaj Steel Ind Ltd is public ltd company with a turnover of around Rs 400 crore. They manufacture cotton ginning machines and have 70% of the market share. The sale is very seasonal and depends a lot on govt. policy as well as the rainfall in cotton growing areas.

The company hired the services of SCIPL to frame a sales incentive policy for the sales team which is in turn integrated laterally with all other relevant departments to ensure maximum performance within the constraints of the system.

Key Deliverables

Case study is active as on 1st April,2015.

Footprint

India, USA