

A Study on Legal Considerations in International Marketing Strategies Adopted by Bajaj Auto Pvt Ltd.

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Abstract: *This research paper explores the legal considerations Bajaj Auto Pvt. Ltd. must follow when expanding internationally. The focus is on how the company adheres to different countries' laws, including product safety standards, advertising regulations, intellectual property protection, and trade policies. The study also highlights the importance of following legal rules to avoid penalties, protect brand image, and maintain global success.*

Keywords: Bajaj Auto, International Marketing, Legal Considerations, Product Safety, Intellectual Property, Trade Policies