

December 22, 2025

To: DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	To: Listing Compliance National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: BAJAJCON
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Dear Sirs/Madam,

Sub: Change in Senior Management Personnel

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") as amended and read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024, we would like to inform you that the Board of Directors of the Company, today i.e. December 22, 2025, by way of Resolution by Circulation, based on the recommendation of the Nomination, Remuneration and Corporate Governance Committee, approved the appointment of Mr. Aditya Singh as Chief Marketing Officer (categorized as SMP) of the Company with effect from December 22, 2025.

Mr. Sanath Pulikkal (categorized as SMP) has tendered his resignation from the position of Chief Marketing Officer of the Company due to personal reasons. The Company has accepted his resignation, and he will be relieved from his duties by March 31, 2026 (closing business hours). The Board of Directors of the Company has noted the resignation letter received from Mr. Sanath Pulikkal. A copy of the letter is attached as Annexure 1.

The necessary details pursuant to Regulation 30 of the Listing Regulations read with Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 and Regulation 30 – Part A of Para A of Schedule III of Listing Regulations is enclosed as Annexure -2 & 2(A).

The same may please be taken on record and suitably disseminated to all concerned.

Yours Sincerely,

For Bajaj Consumer Care Limited

Vivek Mishra
Head-Legal & Company Secretary
Membership No.: A21901

Encl: as above

Bajaj Consumer Care Limited

1231, 3rd Floor, Solitaire Corporate Park, 167, Guru Hargovind Marg, Chakala, Andheri (East),
Mumbai 400 093 I Tel.: +91 22 66919477/78 I CIN: L01110RJ2006PLC047173 I

Web: www.bajajconsumercare.com

Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

Date:19/12/2025

Dear Naveen,

As discussed, I am formally resigning from my position as Chief Marketing Officer effective today.

My last working day will be 31st March 2026, in accordance with the appointment letter and the stipulated three-month notice period. This will allow sufficient time for a proper handover and ensure the smooth functioning of the department. As agreed, we can further discuss and finalize the transition dates as per our mutual convenience.

I would like to sincerely thank you for the opportunity to contribute to the organization. I wish you the best going forward.

A handwritten signature in blue ink, appearing to read "Sanath", with a stylized flourish underneath.

Regards,

Sanath R. Pulikkal

Annexure – 2

Information as required under Regulation 30 – Part A of Para A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Master Circular No. SEBI/HO/CFD-PoD2/CIR/P/0155 dated November 11, 2024:

Mr. Aditya Singh

Sr. No.	Particulars	Description
1.	Reason for change viz. Appointment	Mr. Aditya Singh as Chief Marketing Officer (categorized as SMP).
2.	Date of Appointment & Term of Appointment	The appointment of Mr. Aditya Singh as Chief Marketing Officer (categorized as SMP) is with effect from December 22, 2025.
3.	Brief Profile	<p>Mr. Aditya Singh has over two decades of experience in marketing and business leadership across FMCG and media sectors. He has held senior roles with leading organizations including Marico, Star India, Kellogg's, L'Oréal, Wipro Consumer Care, Bharti Tele-Ventures and the UB Group. Most recently, he served as Executive Vice President & Head – Marketing at Marico Limited, leading large portfolios across foods and personal care with responsibility for growth, profitability, brand building and innovation.</p> <p>His experience spans category leadership, Masterbrand strategy, portfolio transformation, new product development, and building high-performing teams across India and international markets, including heading the marketing function for Marico Bangladesh.</p> <p>Mr. Aditya Singh holds a PGDBM in Marketing from Fore School of Management, New Delhi, and a Bachelor of Commerce (Honours) from Bhawanipur College, University of Calcutta.</p>
4.	Disclosure of relationships between Directors	NA
5.	Information as required under BSE circular No. LIST/COM/14/2018-19 and NSE circular No. NSE/CML/2018/24 dated June 20, 2018.	NA

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Annexure – 2(A)

Information as required under Regulation 30 – Part A of Para A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Master Circular No. SEBI/HO/CFD-PoD2/CIR/P/0155 dated November 11, 2024:

Mr. Sanath Pulikkal

Sr. No.	Particulars	Description
1.	Reason for change viz. Resignation	Resignation from the position of Chief Marketing Officer of the Company due to personal reasons.
2.	Date of cessation	Close of business hours on March 31, 2026
3.	Brief Profile	Not applicable
4.	Disclosure of relationships between Directors	Not applicable
5.	Information as required under BSE circular No. LIST/COM/14/2018-19 and NSE circular No. NSE/CML/2018/24 dated June 20, 2018.	Not applicable

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