

L-1/0113/JG/PD

August 11, 2026

To,

BSE Limited

: **Code No. 500031**

Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street Mumbai 400 001.

National Stock Exchange of India Limited

: **BAJAJELEC - Series: EQ**

Listing Department
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051

Sub.: Press release

Dear Sir/Madam,

Further to our letter bearing reference no. L-1/0108/JG/PD dated August 6, 2026, please find enclosed the press release titled ***"Krishnan Sundaram Appointed as Chief Growth & New Business Officer at Bajaj Electricals Limited"***.

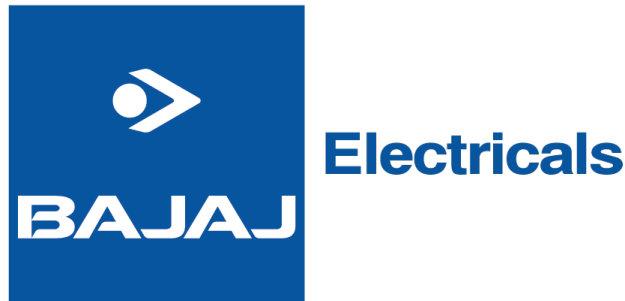
We request you to take the above on record and treat the same as compliance under the applicable provisions.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited

Prashant Dalvi
Chief Compliance Officer & Company Secretary
(ICSI Membership No.: A51129)

Encl.: As above.



Krishnan Sundaram Appointed as Chief Growth & New Business Officer at Bajaj Electricals Limited

11 August, 2026, Mumbai: Bajaj Electricals Limited announces the appointment of Krishnan Sundaram as Chief Growth & New Business Officer, effective August 11, 2026. In this role, Krishnan will be responsible for identifying, evaluating and scaling new business opportunities that can accelerate Bajaj Electricals' growth journey, strengthen the company's portfolio, and create new avenues of value creation for customers and stakeholders.

Krishnan Sundaram is an accomplished business leader with over 26 years of diverse experience across business management, growth strategy, marketing transformation, innovation, category creation, and P&L leadership. He joins Bajaj Electricals from Vini Cosmetics, where he served as Chief Executive Officer. Prior to this, he spent more than two decades with Hindustan Unilever Limited and Unilever PLC, holding several leadership roles across India and global markets.

Shekhar Bajaj, Chairman, Bajaj Electricals Limited, said, *"We are pleased to welcome Krishnan Sundaram to Bajaj Electricals. His extensive experience in building businesses, driving innovation and creating new categories will bring valuable perspective to our leadership team. We look forward to his contribution as we continue to strengthen our portfolio and create meaningful value for our customers and stakeholders."*

Sanjay Sachdeva, Managing Director & CEO, Bajaj Electricals Limited, added, *"We are delighted to welcome Krishnan to Bajaj Electricals, where he will lead our growth and new business agenda. His strong consumer-centric mindset, commercial acumen and experience in driving transformational growth will be valuable as we identify and scale new opportunities. We are confident that his leadership will contribute meaningfully to the company's next phase of growth."*

About the company

Bajaj Electricals Limited is a globally renowned Indian Consumer Appliances and Lighting Solutions company. Headquartered in Mumbai with a turnover of INR 4,462 crores (FY 25-26), it is a part of over \$150 bn multinational conglomerate Bajaj Group and founded by Shri Jamnalal Bajaj.

The Company was established in 1938 and has stood the test for more than 87 years. It continues to enjoy consumer trust across various sectors it operates in and remains at the forefront of developing modern, technologically superior, and aesthetic products and solutions. Bajaj Electricals' business portfolio spans Consumer Products (Appliances and Fans) and Lighting Solutions (Consumer and Professional Lighting). They are a front runner in the industry, with their key brand offerings comprising BAJAJ and Morphy Richards. Under their Lighting Solutions business, they offer consumers a wide range of innovative LED lamps and fixtures, including panels and battens, as also wires and switchgear. They are known for their prowess in street lighting, sports lighting, industrial, commercial, and infrastructural lighting, and undertaking specialized illumination projects on a turnkey basis amongst other solutions.

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