

July 13, 2024

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.

Dear Sir/Madam,

**Sub: Intimation for appointment of Senior Management Personnel - Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“SEBI Listing Regulations”) by Bajaj Electricals Limited (“Company”)**

Pursuant to Regulation 30 (read with Para A(7) of Part A of Schedule III) of the SEBI Listing Regulations, we hereby inform you that Mr. Vishal Chadha has been appointed as senior management personnel, designated as ‘Chief Operating Officer – Consumer Products Division’ of the Company, with effect from August 1, 2024.

Details regarding the said appointment, as required under Regulation 30(6) read with Para A(7) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are provided in Annexure-I to this letter.

We request you to take the above on record and treat it as compliance under the applicable provisions of the SEBI Listing Regulations, if any.

Thanking you,

Yours faithfully,  
For Bajaj Electricals Limited

Prashant Dalvi  
Chief Compliance Officer & Company Secretary

Encl.: As above.

Details regarding the said appointment, as required under Regulation 30(6) read with Para A(7) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023:

**Appointment of Mr. Vishal Chadha as Senior Management Personnel, designated as ‘Chief Operating Officer – Consumer Products Division’ of the Company**

Name	Mr. Vishal Chadha
Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Vishal Chadha as senior management personnel, designated as ‘Chief Operating Officer – Consumer Products Division’ of the Company, with effect from August 1, 2024.
Date of Appointment / cessation and terms of appointment	Date of Appointment: August 1, 2024 ( <i>joining date</i> ) Terms of appointment: Full-time employment.
Brief Profile (in case of appointment)	<p>Mr. Vishal Chadha brings with him ~28 years of experience across organizations like Britannia, Nokia, Snapdeal and Kohler. His functional experience is a mix of sales, category management and marketing. He has been in General Management roles since 2016, first at Snapdeal where he was the Chief Business Officer, followed by a brief stint at Reliance Brands before joining Kohler as Managing Director-India and South Asia where he ran the entire India business. He has experience across FMCG, consumer devices, and e-commerce.</p> <p>Under his leadership Kohler has achieved 2x growth in revenue with a significant increase in profits which has made the region among the most profitable for Kohler globally. The brand is now recognized as among the top 3 players in the industry. Vishal has been instrumental in moving the needle on many of the consumer facing metrics (NPS, TOMA, BSQ, customer and dealer satisfaction).</p> <p>Vishal completed his Post Graduate Diploma in Business Management (PGDBM) at the Indian Institute of Management, Lucknow, from 1994 to 1996.</p>
Disclosure of relationship between directors	Not applicable.