



Bajaj Auto Limited,
Akurdi, Pune 411 035, India.
Tel +91 20 27472851
Fax +91 20 27473398
bajajauto.com

THE WORLD'S
FAVOURITE
INDIAN

26 February 2026

To, Surveillance Department BSE Limited 1 st Floor, New Trading Ring Rotunda Building, P J Tower Dalal Street Mumbai 400 001 BSE Code: 532977	To, Surveillance Department National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C-1, G Block Bandra-Kurla Complex Bandra (East), Mumbai 400 051 NSE Code: BAJAJ-AUTO
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Subject: Clarification on the news item

Dear Sir / Madam,

This is with reference to the email / letter dated 25 February 2026 from BSE Ltd. (*having reference no. L/SURV/ONL/RV/APJ/(2025-2026)/194*) and National Stock Exchange of India Ltd. (*having reference no. NSE/CM/Surveillance/16504*), seeking clarification on the recent news item captioned “**Bajaj Auto Partners with VDO.AI and Dentsu India to Drive High-Impact DCO-Led CTV Campaign for Triumph Motorcycles**” which appeared in <https://www.business-standard.com/> on 25 February 2026 and increase in the price of the Company’s scrip by 3.39% on 25 February 2026.

In this regard, we wish to clarify as under:

- a. Dentsu India is our digital marketing vendor, who works with external partners like Google, Meta and multiple publishers (e.g. VDO.AI, TOI, Inshorts, etc.).
- b. VDO.AI is one of the many publishers via whom advertising is routed as commissioned by Dentsu India.
- c. The Company routinely through its digital marketing vendors undertakes various Brand Campaigns in the ordinary course of its business. The news item mentioned above, featured the Campaign for Triumph Motorcycles executed by Dentsu India and its publisher, in the ordinary course of business.

About the Campaign:

- Dentsu India ran the video ads for Triumph Motorcycles on Connected TV (CTV) via VDO.AI to access various OTT platforms on CTV.
- The Campaign was a brand film amplification and was run from 25 November 2025 to 16 December 2025 for the **Triumph Brand Campaign – “For Those Who Know The Difference.”**
- This was part of the regular work done via Dentsu India for running our media campaign.
- The news item mentioned above was released by VDO.AI.

1. **Whether such negotiations were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order from the start of negotiations till date.**

As detailed above, the Campaign is a simple marketing activity which is done on a regular basis, this time Dentsu India partnered with a new Publisher, viz., VDO.AI. The Campaign

results were encouraging and hence VDO.AI released the said news item in anticipation to apply for future awards for digital marketing.

There is no information in connection with the said news item which requires a disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations, 2015").

2. Whether you / company are aware of any information that has not been announced to the Stock Exchanges which could explain the aforesaid movement in the trading?

We are not aware of any information that has not been announced to the Stock Exchanges, which could explain the movement in the trading / price of the equity shares of the Company listed on BSE Ltd. and National Stock Exchange of India Ltd.

The Company has been consistently making disclosures within the stipulated time frame to the Stock Exchanges as required under Regulation 30 and other applicable provisions of the Listing Regulations, 2015, including the events / information likely to have a bearing on the price / volume of the equity shares of the Company. The Company remains committed to ensure adherence and compliance of the same.

3. In case of regulatory / legal proceedings please provide the information on initiation / outcome of the proceedings.

Not applicable with respect to the said news item.

4. The material impact of this article on the Company.

There is no material impact of this article on the Company.

Request you to kindly take the same on records.

Yours faithfully,
For **Bajaj Auto Limited**

Rajiv Gandhi
Company Secretary & Compliance Officer
ACS 11263