

December 19, 2022

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

Sub: Intimation of commencement of buyback

Dear Madam / Sir,

This is in furtherance to our letter dated December 9, 2022, informing the outcome of the meeting of the board of directors ("**Board**" which term includes a committee thereof, constituted by the Board to exercise its powers, conferred by the Board resolution in relation to the Buyback, hereinafter the "**Buyback Committee**") of Bajaj Consumer Care Limited ("**Company**"), approving the buyback of fully paid-up equity shares of face value of ₹ 1.00/- (Indian Rupee One only) ("**Equity Shares**") of the Company, each, from the shareholders / beneficial owners of the Company (other than those who are promoters, members of the promoter group or persons in control), from the open market through stock exchange mechanism, for an aggregate amount not exceeding ₹ 8,089.00 Lakhs (Indian Rupees Eight Thousand Eighty Nine Lakhs only) ("**Maximum Buyback Size**"), and at a price not exceeding ₹ 240/- (Indian Rupees Two Hundred and Forty only) per Equity Share, payable in cash (the process being referred hereinafter as "**Buyback**").

In this regard, we are pleased to inform you that, as disclosed in the Public Announcement dated December 12, 2022, the Company has commenced the Buyback today i.e. December 19, 2022 ("**Commencement Date**") and the Buyback will be closed, on earlier of (i) the expiry of six months from the Commencement Date; or (ii) when the Company completes the Buyback by deploying the amount equivalent to the Maximum Buyback Size; or (iii) at such earlier date as may be determined by the Board or the Buyback Committee, after giving notice of such earlier closure, subject to the Company having deployed an amount equivalent to at least 50% of the amount earmarked as the Maximum Buyback Size for the Buyback, i.e. ₹ 4,044.50 Lakhs (Rupees Four Thousand Forty Four Lakhs and Fifty Thousand only) (even if the Maximum Buyback Size has not been reached).

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

Thanking you,

Yours sincerely,

For Bajaj Consumer Care Limited,

Vivek Mishra

Head-Legal & Company Secretary

Membership No. A21901

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