

May 28, 2024

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	Listing Compliance 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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Der Sir/Madam,

Sub: **Disclosure under Regulation 30 read with Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR”) – Change in Senior Management Personnel (“SMP”)**

Pursuant to Regulation 30 of SEBI LODR, we wish to inform on the change in SMP of the Company.

1. Mr. Amit Bakde (categorized as SMP) has tendered his resignation from the position of Head-Sales of the Company to pursue new challenges and opportunities. The Company has accepted his resignation, and he will be relieved from his duties with effect from June 30, 2024 (closing business hours).
2. Mr. Anuj Awasthi, currently a SMP and designated as Head Organized Trade & International business, has assumed responsibility for the overall domestic sales portfolio and is designated as Head - Sales. With extensive experience and a proven track record of success in driving growth and expansion in both our Organized Trade and International business, Anuj is well-positioned to lead the company's sales efforts across all channels in India. Anuj also brings in rich experience in the general trade landscape. In his career spanning over 20 years, he has held various roles in his previous organization including GT Divisional Head for West Region and head of GT Trade Marketing.
3. With Anuj taking over charge as Head Sales for both GT and OT in India, Deepak Himan, currently a SMP and designated as Head - Strategy and New Business, has taken the additional responsibility for International Business. He has been designated as Head – Strategy & International Business. Deepak is a seasoned Consumer & Retail professional with over 19 years of multi-faceted experience across Sales, Marketing, Strategy and M&A.

The details as required under Regulation 30 read with Schedule III – Para A of Part A of SEBI LODR read with Circular no. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed Annexure – 1.

A copy of the resignation letter with detailed reasons for the resignation as given by Mr. Amit Bakde is enclosed as Annexure – 2.

The above information is also available on the website of the Company at www.bajajconsumercare.com.

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

Encl: as above

Annexure – 1

Bajaj Consumer Care Limited
1231, 3rd Floor, Solitaire Corporate Park, 167, Guru Hargovind Marg, Chakala, Andheri (East),
Mumbai 400 093 | Tel.: +91 22 66919477/78 | CIN: L01110RJ2006PLC047173 |
Web: www.bajajconsumercare.com
Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

Details as required under Regulation 30 of SEBI LODR Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

S.No.	Particulars	Information on such events
1.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Resignation of Mr. Amit Bakde from the position of Head-Sales to pursue new challenges and opportunities that align more closely with his long-term career goals.
2.	Date of appointment /cessation (as applicable) & term of appointment	June 30, 2024 (closing business hours)
3.	Brief profile (in case of appointment)	Not applicable
4.	Disclosure of relationships between Directors (in case of appointment of a director)	Not applicable

From: Amit Bakde <amit.bakde@bajajconsumer.com>
Sent: Tuesday, March 26, 2024 8:41 AM
To: Jaideep Nandi <Jaideep@bajajconsumer.com>
Cc: Apoorva Kapoor <apoorva.kapoor@bajajconsumer.com>
Subject: Resignation

Hi Jaideep,

This is to inform you that I would be resigning from the position of Head Sales due to personal reasons.

It was indeed a great learning experience in the past 2years with BCCL.

I would request you to keep my last day of working as 30th June 2024.

Thanks for all the support extended during my stint here at BCCL.

Amit.