bajaj CONSUMER CARE

July 13, 2026

To:	To:
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**

Dear Sirs/Madam,

Sub: Investor Presentation

Please find enclosed a copy of the Investor Presentation for the first quarter ended June 30, 2026.

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

Thanking you,

Yours Sincerely,
For Bajaj Consumer Care Limited

NAVEEN PANDEY Digitally signed by NAVEEN PANDEY Date: 2026.07.13 13:12:26 +05'30'

Naveen Pandey
Managing Director
DIN: 09584377

Encl: as above

Bajaj Consumer Care Limited
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Mumbai 400 093 I Tel.: +91 22 66919477/78 I CIN: L01110RJ2006PLC047173 I
Web: www.bajajconsumercare.com
Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
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bajaj GROUP THINK TOMORROW

Investor Presentation Q1 FY27

Note: Financial information has been restated to reflect the Scheme of Arrangement between the Company and Vishal Personal Care Limited (VPCL), approved by the Hon'ble NCLT on 9 April 2026 and effective from 1 May 2026, with an appointed date of 15 March 2025.

Safe Harbour Statement

This presentation has been prepared by **Bajaj Consumer Care Limited ("BCCL")** solely for informational purposes. It does not constitute, and should not be construed as, an offer, recommendation, or invitation to purchase, subscribe to, or otherwise deal in any securities of the Company, nor shall it form the basis of or be relied upon in connection with any contract or commitment of any kind.

Except for the historical information contained herein, certain statements in this presentation may be forward-looking statements. These may include terms such as *"expects," "anticipates," "intends," "plans," "will," "would," "aims," "estimates," "projects," "seeks," "should"*, and similar expressions, whether stated in the affirmative or negative, that suggest future performance or results.

Such forward-looking statements are based on various assumptions, expectations and estimates, as well as broader factors including, but not limited to: fluctuations in earnings; competitive intensity; pricing dynamics; economic conditions affecting demand and supply; changes in input costs; the Company's ability to maintain key customer relationships and supply chain arrangements; market and trade priorities; political or regulatory changes in India or globally; taxation policies; climatic conditions; natural calamities; commodity and currency volatility; litigation; and other risks beyond the Company's control.

The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.

Executive Summary

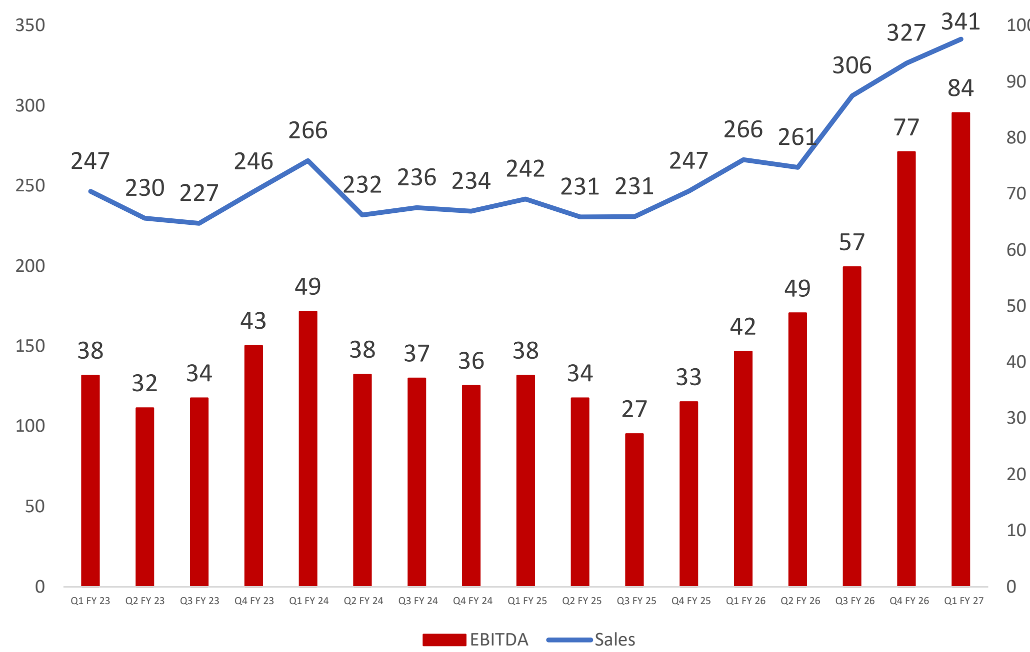
Note: Financial information has been restated to reflect the Scheme of Arrangement between the Company and Vishal Personal Care Limited (VPCL), approved by the Hon'ble NCLT on 9 April 2026 and effective from 1 May 2026, with an appointed date of 15 March 2025.

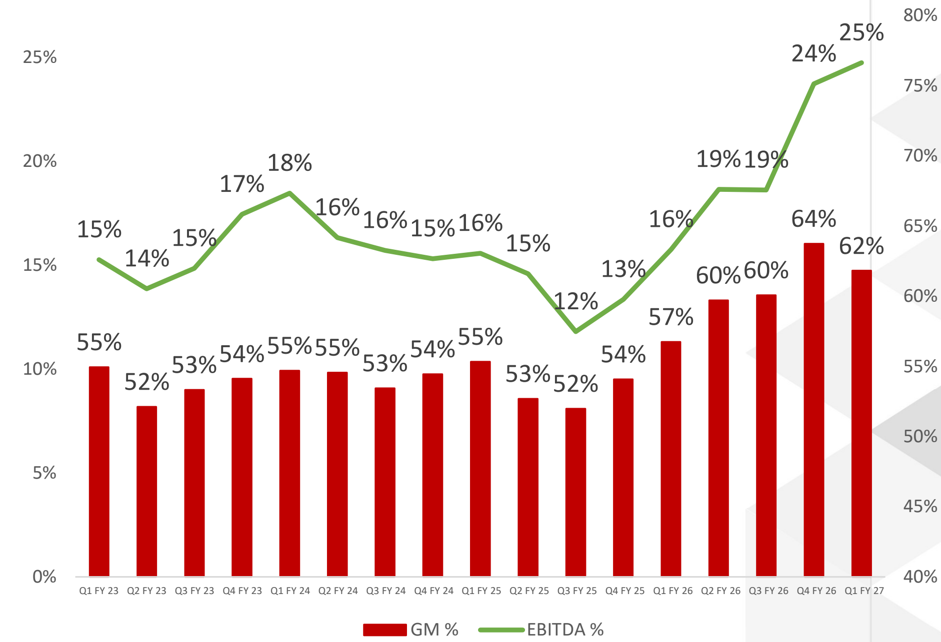
Executive Summary Q1 FY27- Consolidated

	TOPLINE	GROSS MARGIN	EBITDA	PROFIT AFTER TAX
	INR 341.4 Cr.	INR 211.0 Cr.	INR 84.4 Cr.	INR 70.7 Cr.
% to Sales		61.8%	24.7%	20.7%
YoY	+28.3%	+39.7%	+101.2%	+84.8%

Strong Momentum as we start FY 27!!

(in INR Crore)





On Consolidated basis

Portfolio Performance

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ADHO continues it's strong run !!

- Domestic business delivered strong growth 30's in Q1 FY27, with healthy sequential momentum.
- The brand delivered robust underlying volume growth (adjusted for ml-age reductions) in the early teens for the quarter.
- LUPs (sachets & price point packs) continued their sharp growth trajectory, growing well ahead of the brand average.
- The brand continued to gain traction across various consumer metrices in the quarter.

Growth Portfolio continues to build up!!

- Portfolio registered strong sequential growth demonstrating strong momentum despite pricing correction in the coconut portfolio which is a significant component of overall mix.
  - *Except Amla all sub portfolios saw a double-digit sequential growth.*
- Coconut: Good traction in price point packs and across Traditional Trade channel. Our prices were corrected in beginning of quarter and we are seeing a positive response from trade for the same.
- Banjara's: The integration (financial) as well as team integration has been completed.

Channel Performance

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Channel Performance Highlights

General Trade

- GT performed at parity with OT, delivering high 20's YoY growth in Q1.
- Urban continued to lead, driven by strong momentum in both retail and wholesale; rural growth strengthened meaningfully, with very small gap remaining between urban and rural performance.

Organized Trade

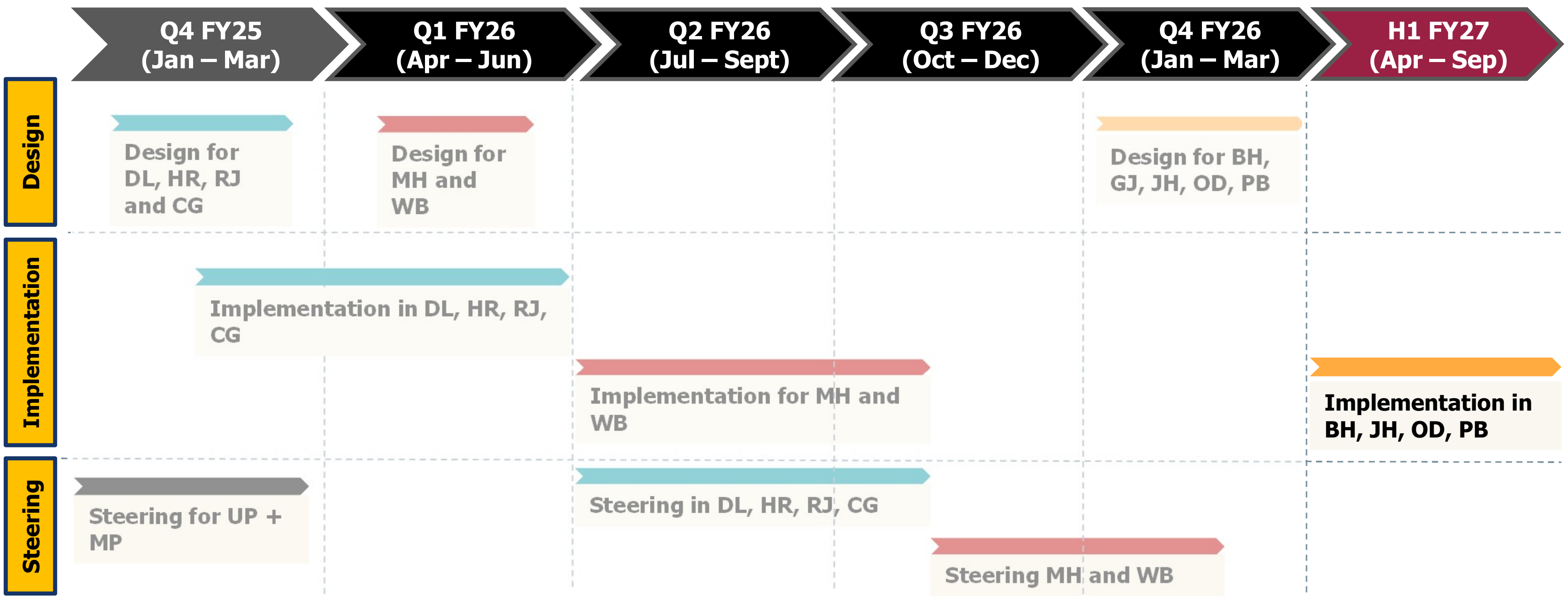
- OT delivered strong twenties growth in Q1.
- Modern Trade and E-commerce both performed well, delivering broad-based growth across customers and sub-channels.
- Canteens & Institutions was subdued — robust growth in CSD was offset by a decline in the institutional business.

International Business

- IB delivered a fantastic Q1 FY27 on a low base, despite disruptions from the West Asia crisis, registering a strong comeback after reset in leadership & distribution partners.
- MEA, GCC, Africa, RoW staged a strong comeback, on back of all countered performing well.
- Focus markets of Nepal & Bangladesh both saw sustained double-digit topline growth and EBDITA improvement across.
- Overall our IB business is now delivering double digit EBDITA, and we are now confident of scaling up this business in a profitable and sustainable manner.

On Consolidated basis

Aarohan Phase 3 is underway ..



Key Commodity Trends

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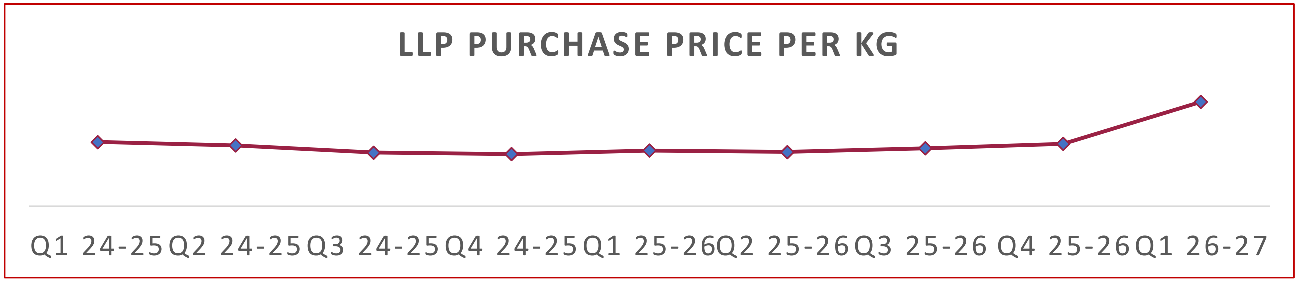
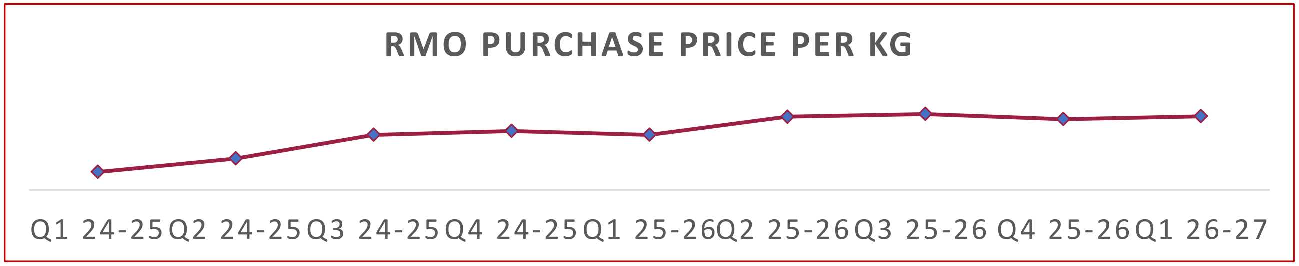
Key Raw Materials – Price trends

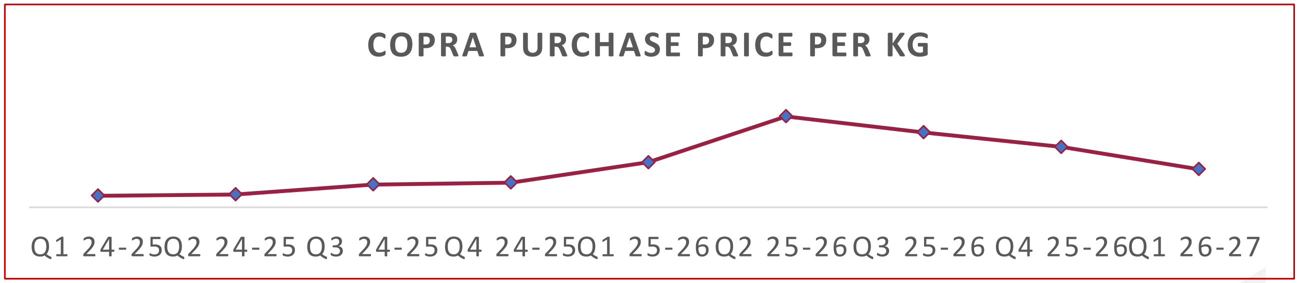
Light Liquid Paraffin (LLP) Price (INR / KG)



Refined Mustard Oil (RMO) Price (INR / KG)



Copra price per kg



Light Liquid Paraffin(LLP)

- Q1 FY27 average price rose sharply over Q4 FY26 — up over forty percent — reflecting the crude-linked spike. Colling has started and further corrections are expected in July.

Refined Mustard oil (RMO)

- Q1 FY27 average price was broadly stable sequentially, holding at elevated levels
- **We did not see the dip which usually happens in the Q1 due to harvest.**

COPRA

- Q1 FY27 average price corrected meaningfully — down over a fifth sequentially — Over the last 4 weeks we have now seen prices flatten out.

Financials

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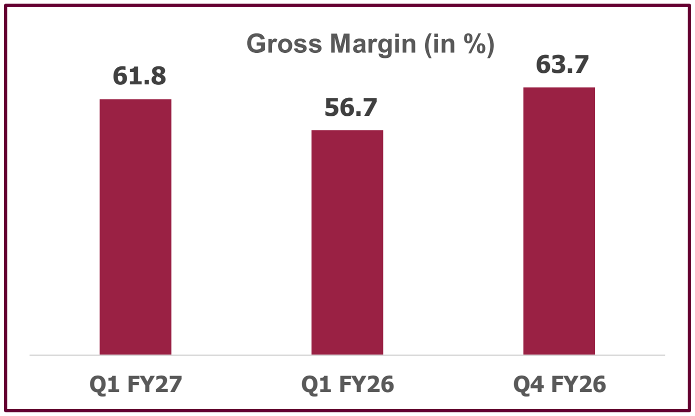
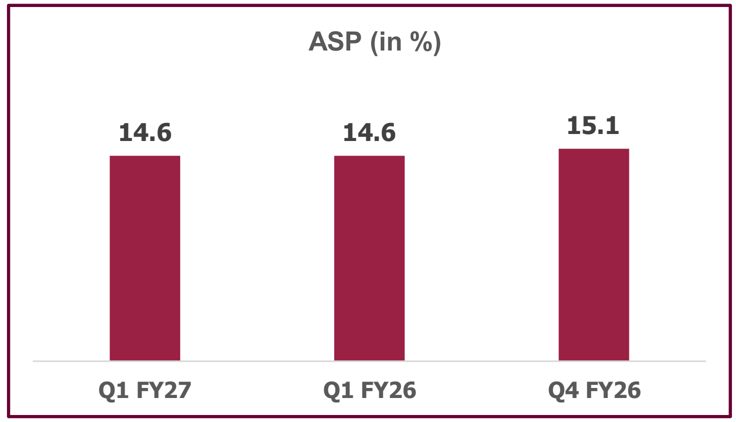
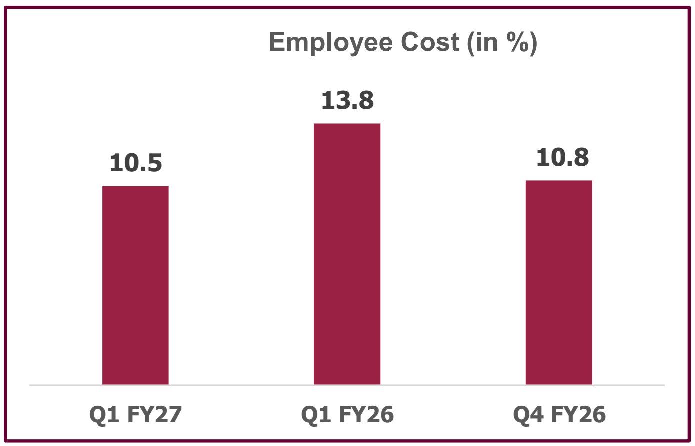
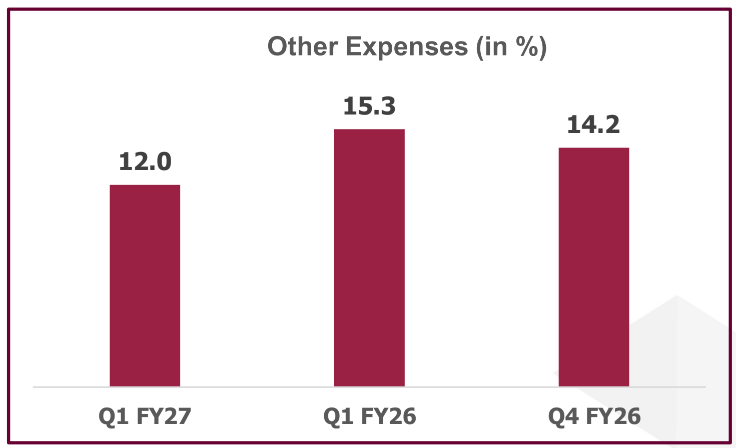
Consolidated – Margin & Expenses to Sales Trend % Q1









Refer Annexure-1 for standalone financials

Financial Performance - Consolidated

(in INR Crore)

Particulars	Q1 FY27	Q1 FY26	YoY%	Q4 FY26	QoQ%
Net Sales Value	**341.4**	**266.2**	**28.3%**	**326.5**	**4.6%**
Other Operating Income	0.1	7.2		0.2	
Total Operating Income	**341.5**	**273.4**	**24.9%**	**326.7**	**4.6%**
Cost of Goods sold	130.4	115.2	13.3%	118.4	10.2%
Contribution	211.0	151.0	39.7%	208.1	1.4%
% of Sales	**61.8%**	**56.7%**		**63.7%**	
Employees Cost	35.7	36.6	-2.5%	35.3	1.2%
Advertisement & Sales Prom.	50.0	38.9	28.7%	49.4	1.2%
Other Expenses	41.0	40.8	0.6%	46.2	-11.2%
EBITDA	**84.4**	**41.9**	**101.2%**	**77.4**	**9.0%**
% of Sales	**24.7%**	**15.8%**		**23.7%**	
Other Income	8.0	8.0		6.2	
Finance Cost	0.3	0.4		0.4	
Depreciation and Amortisation	3.8	2.5		4.5	
Corporate Social Responsibility	1.0	0.9		0.9	
Profit Before Tax (PBT)	**87.3**	**46.1**	**89.2%**	**77.8**	**12.2%**
Share of Profit of Associate	0.0	-0.1		0.0	
Tax Expenses	16.6	7.9		14.2	
Profit After Tax (PAT)	**70.7**	**38.3**	**84.8%**	**63.6**	**11.2%**
% of Sales	**20.7%**	**14.4%**		**19.5%**	

Refer Annexure-1 for standalone financials

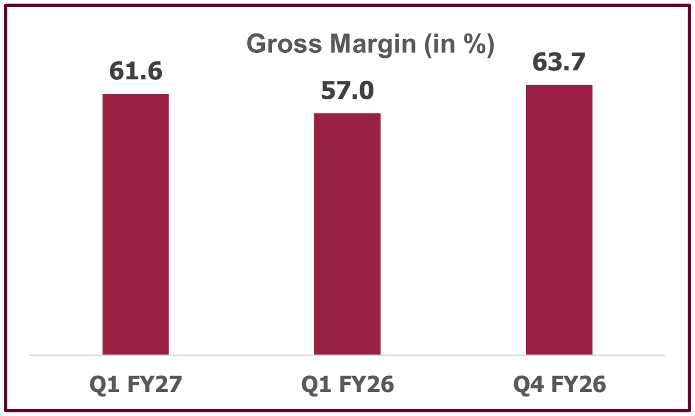
Thank You

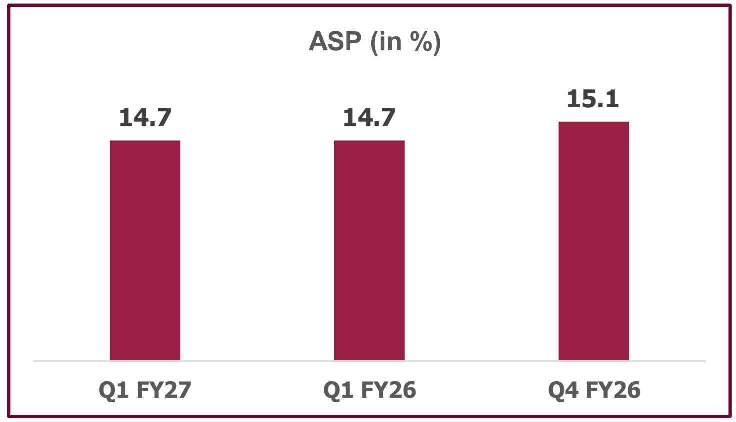
Investor Relations Contact:

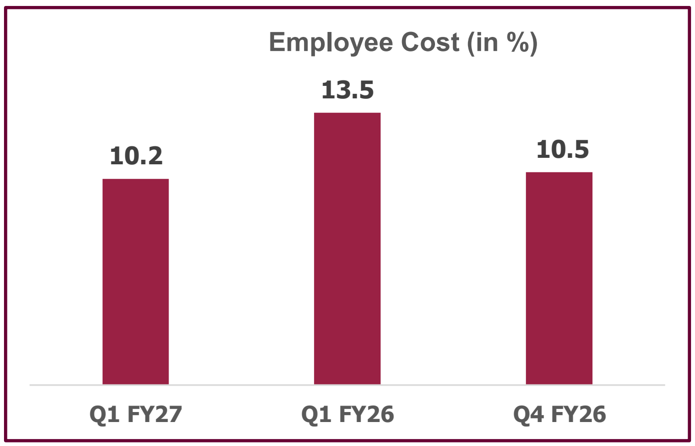
Mr. Aakash Gupta (Head - Finance)
gupta.aakash@bajajconsumer.com

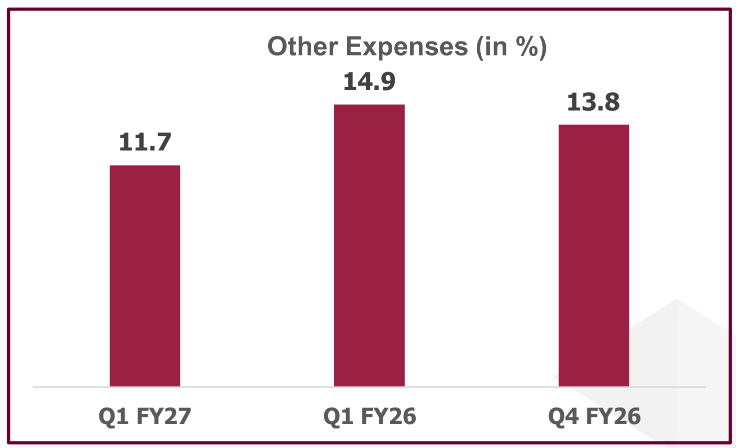
Annexure-1

Standalone – Margin & Expenses to Sales Trend % Q1









Annexure-1

Financial Performance - Standalone

(in INR Crore)

Particulars	Q1 FY27	Q1 FY26	YoY%	Q4 FY26	QoQ%
Net Sales Value	**335.0**	**260.0**	**28.8%**	**320.9**	**4.4%**
Other Operating Income	0.1	7.2		0.2	
Total Operating Income	**335.1**	**267.2**	**25.4%**	**321.1**	**4.4%**
Cost of Goods sold	128.6	111.9	14.9%	116.5	10.3%
Contribution	206.4	148.1	39.4%	204.4	1.0%
% of Sales	**61.6%**	**57.0%**		**63.7%**	
Employees Cost	34.3	35.0	-2.1%	33.8	1.6%
Advertisement & Sales Prom.	49.2	38.3	28.5%	48.5	1.6%
Other Expenses	39.3	38.8	1.2%	44.4	-11.5%
EBITDA	**83.7**	**43.2**	**94.1%**	**77.9**	**7.4%**
% of Sales	**25.0%**	**16.6%**		**24.3%**	
Other Income	8.0	8.0		6.2	
Finance Cost	0.3	0.4		0.4	
Depreciation and Amortisation	3.7	2.4		4.4	
Corporate Social Responsibility	1.0	0.9		0.9	
Profit Before Tax(PBT)	**86.7**	**47.5**	**82.6%**	**78.4**	**10.5%**
Tax Expenses	16.5	7.9		14.0	
Profit After Tax(PAT)	**70.2**	**39.6**	**77.1%**	**64.4**	**8.9%**
% of Sales	**20.9%**	**15.2%**		**20.1%**	