



Bajaj Auto Limited,
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bajajauto.com



27 October 2026

To, Corporate Relations Department BSE Limited 1 st Floor, New Trading Ring Rotunda Building, P J Tower Dalal Street Mumbai 400 001 BSE Code: 532977	To, Corporate Listing 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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Sub: Intimation of change in Senior Management Personnel.

Dear Sir / Madam,

Pursuant to Regulation 30 read with para A, part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we wish to inform you that, Mr. Madhusudan Gopalan has been appointed as Chief Product Officer (CPO) and part of Senior Management of the Company with effect from 16 November 2026.

The details required under Regulation 30 of the Listing Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30 January 2026 is enclosed herewith as "Annexure A".

In terms of Regulation 30(8) of the Listing Regulations, this intimation will also be made available on the Company's website at www.bajajauto.com/investors/disclosures

This is for your information and record.

Thanking you,

For Bajaj Auto Limited

RAJIV
NATVARLAL
GANDHI

Digitally signed by RAJIV
NATVARLAL GANDHI
Date: 2026.10.27
15:37:54 +05'30'

Rajiv Gandhi
Company Secretary & Compliance Officer
ACS 11263

Encl.: As Above.

Details as per Regulation 30 of the Listing Regulations read along with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30 January 2026

Sr. No.	Particulars	Details
1.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment of Mr. Madhusudan Gopalan as Chief Product Officer and part of Senior Management of the Company.
2.	Date of appointment / re-appointment / cessation & term of appointment / re-appointment	16 November 2026.
3.	Brief profile (in case of appointment)	Enclosed as Annexure B.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable.

Brief Profile of Mr. Madhusudan Gopalan

- **Brief Background:**

Madhusudan Gopalan brings over two decades of global business leadership experience with Procter & Gamble (P&G), spanning sales, marketing, strategy, category management and P&L leadership across India, Indonesia, ASEAN, the US and Asia Pacific. He has extensive experience in driving business growth, innovation and go-to-market transformation.

- **Experience:**

- Currently Senior Vice President, Grooming & Oral Care, Asia Pacific Focus Markets, P&G, based in Singapore, with end-to-end P&L responsibility for Japan and South Korea. He will join Bajaj Auto as the Chief Product Officer.
- Previously SVP & Country Head, India & South Asia, where he strengthened P&G's go-to-market through modern retail, e-commerce and technology-enabled selling.
- Earlier held senior leadership roles as Country Head, Indonesia; VP Commercial & Marketing Leader, ASEAN; and Senior Director, Customer Business Development, Indonesia, with responsibilities across sales, marketing, strategy, innovation and business operations.

- **Education:**

Madhusudan holds an MBA from Indian Institute of Management Calcutta and a Bachelor of Engineering from College of Engineering, Guindy (Anna University).