

L-1/0091/PG/PD

July 2, 2026

To,
BSE Limited : **Code No. 500031**
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street Mumbai 400 001.

National Stock Exchange of India Limited : **BAJAJELEC - Series: EQ**
Listing Department
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051

Sub.: Press release

Dear Sir/Madam,

Please find attached press release titled '**Bajaj Electricals Appoints Tiny Sengupta as Chief Marketing Officer**'.

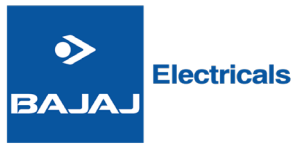
We request you to take the above on record and treat the same as compliance under the applicable provisions.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited

Prashant Dalvi
Chief Compliance Officer & Company Secretary
(ICSI Membership No.: A51129)

Encl.: As above.



Bajaj Electricals Appoints Tiny Sengupta as Chief Marketing Officer

Mumbai, 2nd July 2026 – Bajaj Electricals Limited announced the appointment of **Tiny Sengupta** as our **Chief Marketing Officer (CMO)**, effective June 29, 2026. In this role, Tiny will lead the company's marketing function and oversee integrated marketing strategy and brand positioning of our portfolio brands, Bajaj and Morphy Richards.

Tiny is an accomplished marketing leader who brings over 22 years of rich global experience across Healthcare and FMCG. She has worked with leading global and Indian organizations, including Johnson & Johnson, Marico, Dabur, Henkel and GSK.

Most recently, Tiny served as Country Director, Vision Care, Johnson & Johnson India, where she strengthened commercial excellence, built brand equity among Indian consumers and accelerated the market reach across the country.

Tiny is an accomplished marketing leader who has won several accolades, including the "Business Woman of the Year & Visionary Leader" at ET Ascent 2023. She was recognized among "Asia's Most Inspirational Women in Leadership 2022" by House of Rose Professional.

Commenting on the appointment, **Mr. Shekhar Bajaj, Chairman, Bajaj Electricals**, said, "*We are pleased to welcome Tiny to our leadership team at a pivotal time. Her deep expertise in marketing and brand building will play key role in accelerating growth and creating sustained value for our stakeholders.*"

Sanjay Sachdeva, Managing Director & CEO, Bajaj Electricals Limited, added, "*We are delighted to welcome Tiny as Chief Marketing Officer. As we continue to evolve our business, we are confident that Tiny's proven marketing leadership will build stronger brand equity for our brands, Bajaj and Morphy Richards, and shape our business growth across existing and emerging markets.*"

About the company

Bajaj Electricals Limited is a globally renowned Indian Consumer Appliances and Lighting Solutions company. Headquartered in Mumbai with a turnover of INR 4,462 crores (FY 25-26), it is a part of the \$100 bn multinational conglomerate Bajaj Group and founded by Shri Jamnalal Bajaj.

The Company was established in 1938 and has stood the test for more than 87 years. It continues to enjoy consumer trust across various sectors it operates in and remains at the forefront of developing modern, technologically superior and aesthetic products and solutions. Bajaj Electricals' business portfolio spans Consumer Products (Appliances and Fans) and Lighting Solutions (Consumer and Professional Lighting). They are a front runner in the industry with their key brand offerings comprising BAJAJ and Morphy Richards. Under their Lighting Solutions business, they offer consumers a wide range of innovative LED lamps and fixtures, including panels and battens, as also wires and switch gears. They are known for their prowess in street lighting, sports lighting, industrial commercial and infrastructural lighting, and undertaking specialized illumination projects on a turnkey basis amongst other solutions.

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