

October 16, 2026

To: DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	To: Listing Compliance National Stock Exchange of India Limited 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: Press Release for the appointment of Mr. Jitendra Ananda Mahajan as
Non-Executive, Independent Director of the Company**

Please find attached Press Release for the appointment of Mr. Jitendra Ananda Mahajan as Non-Executive, Independent Director of the Company with effect from October 14, 2026.

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

Thanking you,

Yours Sincerely,

For Bajaj Consumer Care Limited

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GULABCHIA
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by JIGNESH
JIGNESH
GULABCHIA
Date: 2026.10.16
14:30:20 +05'30'

Jignesh Nagda

Company Secretary & Compliance Officer

Membership No.: A21827

Encl: as above

Bajaj Consumer Care Limited

1231, 3rd Floor, Solitaire Corporate Park, 167, Guru Hargovind Marg, Chakala, Andheri (East),
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
Tel.: +91 0294-2561631, 2561632

Press Release – Bajaj Consumer Care Limited appoints Mr. Jitendra Mahajan as Independent Director.

Mumbai, October 16, 2026: Bajaj Consumer Care Limited has announced the appointment of Mr. Jitendra Mahajan (DIN: 02602356) as an Independent Director on its Board effective from October 14, 2026.

About Mr. Jitendra Mahajan

Mr. Jitendra Mahajan is a seasoned FMCG business leader with over three decades of experience across leading consumer companies including Marico, Britannia and Diageo India. As a long-standing Executive Committee member, he brings a strong combination of enterprise strategy, P&L orientation, governance, transformation and operational leadership, with experience spanning businesses of over US\$1 billion in India and international markets. His leadership experience covers supply chain, manufacturing, procurement, digital & technology, innovation, sustainability, risk management and business operations, providing him with a broad, end-to-end perspective on value creation in complex consumer businesses.

He brings expertise in driving sustainable profitable growth, large-scale business transformation, cost and productivity improvement, digital enablement, ESG & sustainability, risk and resilience, and building future-ready organizations and leadership talent. Having helped businesses scale, transform operating models, integrate acquisitions and strengthen governance and execution disciplines, he can bring a pragmatic combination of strategic challenges, operational insight, financial and commercial orientation, governance oversight and long-term value creation.

Mr. Kushagra Bajaj, Chairman Bajaj Consumer Care Limited, said: “I welcome Mr. Jitendra Mahajan to the Board. His expertise in supply chain, logistics and business operations will be of immense benefit to the Company”.

Welcoming Mr. Mahajan’s appointment, Mr. Naveen Pandey, Managing Director Bajaj Consumer Care Limited, said: “We are delighted to welcome Mr. Mahajan to the Bajaj Consumer Care Board as an Independent Director. Mr. Mahajan’s leadership and deep expertise in FMCG sector will be helpful in guiding our transformational journey”.

Mr. Jitendra Mahajan said: “I am grateful to the Board for the opportunity to serve Bajaj Consumer Care Limited. I look forward to contributing to its governance, strategy and long-term value creation for all the stakeholders”.

About Bajaj Consumer Care: Bajaj Consumer Care Limited, is a leading FMCG company under the \$2.5 billion conglomerate Bajaj Group, led by Chairman Kushagra Bajaj with interests in sugar, ethanol, power and consumer care businesses. Bajaj Consumer Care specializes in personal care products. With a legacy of trust and excellence, Bajaj Consumer Care continues to expand its footprint in domestic and global markets with innovative, consumer-centric offerings.

Safe Harbour Statement

This press release (the “Release”), prepared by Bajaj Consumer Care Limited (the “Company”), is furnished solely for informational purposes and shall not constitute, or be relied upon in connection with, any offer, solicitation, or invitation to subscribe for or purchase any securities of the Company. No securities of the Company will be offered except by means of a statutory offering document that contains detailed information about the Company. The information and data contained herein have been compiled from sources the Company believes to be reliable; however, the Company makes no

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