

August 11, 2025

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 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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Dear Sirs/Madam,

Sub: Investor Presentation

Please find enclosed a copy of the Investor Presentation for the first quarter ended June 30, 2025.

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

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

Investor Presentation

Q1 FY26



bajaj CONSUMER CARE



EXECUTIVE SUMMARY

Executive Summary – Standalone



INR 244.5 Crs



56.6%



INR 42.8 Crs



INR 39.0 Crs

YoY

+3.2%

+140 bps

+11.6%

+2.8%

Executive Summary – Consolidated



INR 259.5 Crs



56.5%



INR 41.4 Crs



INR 37.9 Crs

YoY

+7.4%*

+120 bps

+10%

+2.2%

** +3.7% Excl. Vishal Personal Care Limited*

Brand Performance Highlights

ADHO



- Overall ADHO grew by 4% in Q1 YoY; Volumes flat
- Small packs grew by mid single digit YoY; Sachet registered high teens growth
- Mid & large packs grew in low single digits YoY

NPDs + Traditional



- Overall, NPDs + traditional remained flat in Q1 YoY
- Bajaj 100% Pure Coconut Oil delivered 20%+ growth in Q1 YoY
- Almond Drop Hair and Skin care saw subdued performance in Q1 YoY. Focus in Q1 was on product overhaul and margin rationalization



SALES & MARKETING

Channel Performance Highlights



General Trade

- Registers YoY growth after a gap
- Urban registered strong growth YoY on back of Wholesale recovery
- Rural continues to be sluggish



Organized Trade

- Registered a growth in teens YoY, Channel Saliency at 29%
- Modern Trade & E-Commerce witnessed good growths; both channels registered 20%+ backed by strong performance of ADHO
- Canteens remained flat due to stock rationalization by customers



International Business

- Double digit decline in IB on back of by external headwinds like tariffs and wars primarily impacting our distributor markets in GCC, Africa & ROW
- Key markets of Nepal and Bangladesh grew in strong teens

Almond Drops Hair Oil Performance

- In Q1 FY26, Advertisement spends on ADHO increased by 46% compared to Q1 FY25, while total Advertisement spends remained constant YoY
- Registers a growth across domestic business
- Price point packs witnessed double digit growth on a YoY basis on back of improved size perception and point of sales visibility in GT
- Mid & Large packs grew in low single digit on a YoY basis



ADHO Marketing Initiatives in Q1



Extensive TV Campaign

- 2900 GRP garnered on TV across Thematic & 95 ML Promo campaign
- 475 ML Promo launched in June
- Increased Prime Time skews on top rated shows across GEC's



On Ground Activation

- 1st Ever Collaboration with IWM Buzz OTT Awards



Digital Media

- Digital campaign targeting Urban audiences, amplified across YT & OTT platforms delivered reach of 3.7 Cr with 11 Cr impressions



Influencer

- Mix of KOL, macro & micro influencers delivered 6 Mn views to younger audiences with 3.7% engagement rate (2X of industry benchmarks)

Bajaj Almond Drops X IWM Buzz OTT Awards



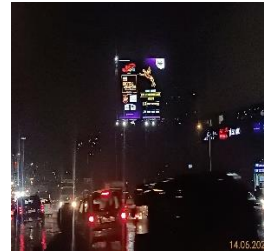
Social Media



Print



Dedicated Booth



OOH



Celeb's Bytes

First Ever Collab with OTT Awards organized by IWM Buzz

Sponsorship – Powered By

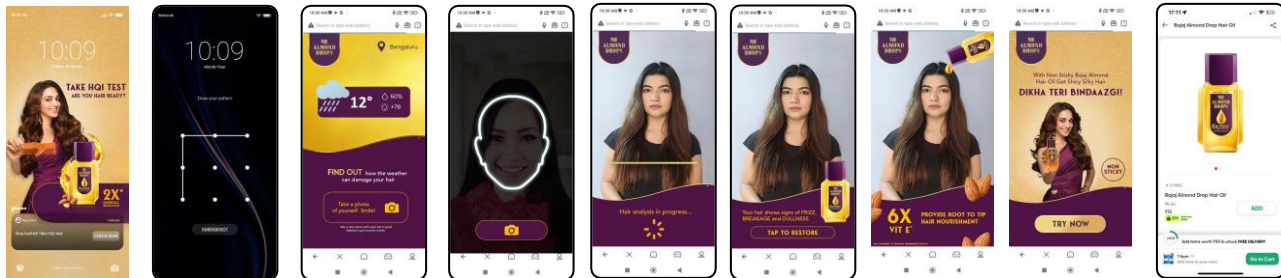
Marketing Promotion Activities –

On Ground, Newspaper, Digital, Print, Radio

OOH, Microsite, PR

Telecast on TV9 Bharatvarsh in Prime-Time slot

ADHO Digital Media Innovation



Campaign Concept: Hair Quality Index (HQI)

With rising pollution levels and deteriorating AQI across India, consumers are increasingly aware of environmental effects on their hair. Building on this insight, we plan to introduce **Hair Quality Index (HQI)** – a real-time, interactive setup that assesses an individual's hair health based on **location-specific AQI, temperature, humidity, and user inputs or real-time camera/image-based AI analysis.**

Reach: 3.3 Mn
Impressions: 13 Mn
CTR: 1.2%

Bajaj 100% Pure Coconut Oil Performance

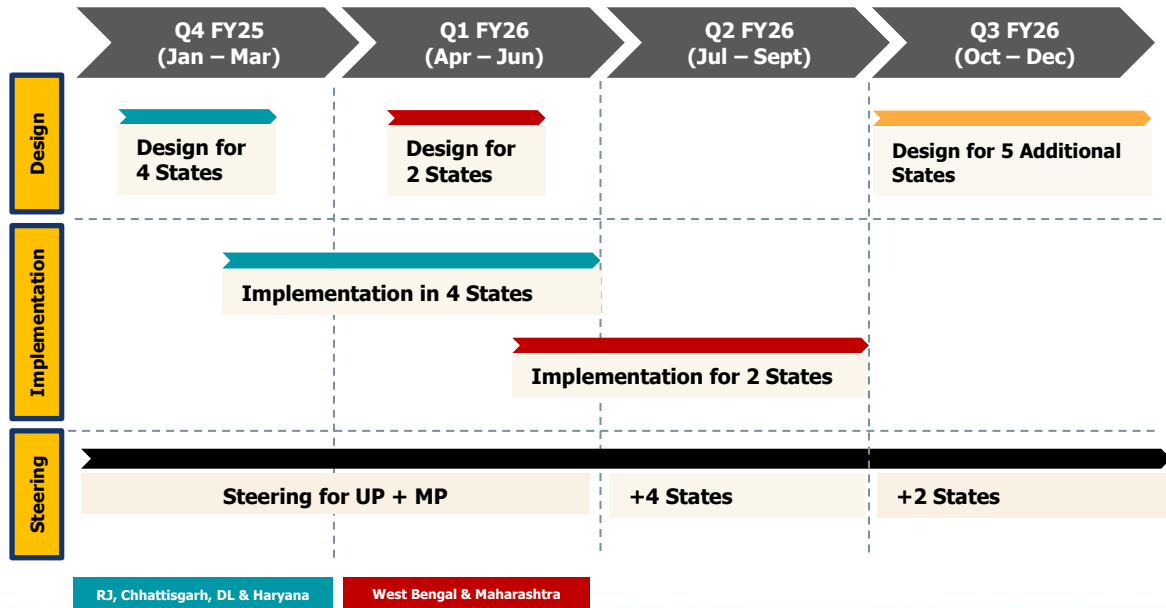
- Bajaj 100% Pure Coconut Oil delivered 20%+ growth in Q1 YoY
- Price hike executed as per Market Index
- All-India market share sees steady growth over the quarters





PROJECT AAROHAN UPDATE

Project Aarohan extended to Rest of India - Phase 2 Plan



Banjara's®

touch of nature



SKIN CARE & HAIR CARE

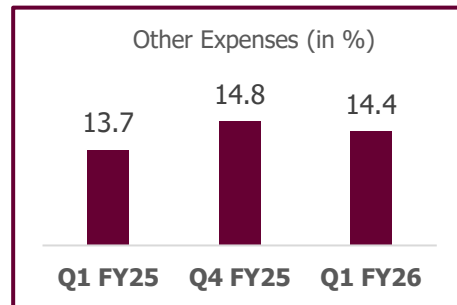
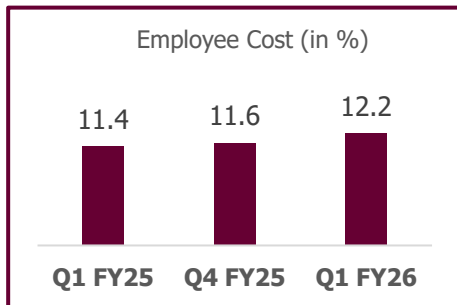
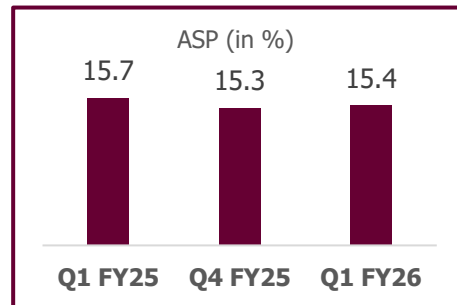
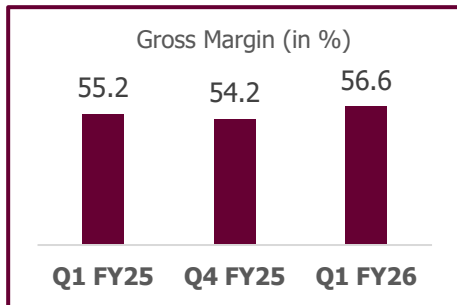
Update on Vishal Personal Care Ltd (VPCL) Acquisition

- Share Purchase cum Shareholders Agreement (SPSHA) entered on 14th February 2025
- As per terms of SPSHA, acquired 49% of the equity share capital in tranche 1 on 10th March 2025 for INR 59.5 Crores
- Tranche 2 for Acquisition of balance 51% equity share capital completed on 16th May 2025 for INR 62.1 Crores
- VPCL is now a Wholly Owned Subsidiary of the Company
- For post merger integration, a leading consultant is engaged to design and integrate the operations. Pilot market identified & integration is under way
- Portfolio continues to do well. Q1 FY26 saw high single digit growth on a Standalone basis



FINANCIALS

Standalone – Margin & Expenses To Sales Trend % Q1

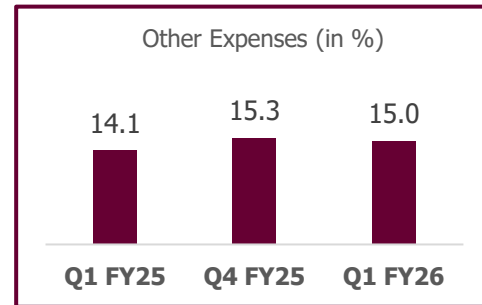
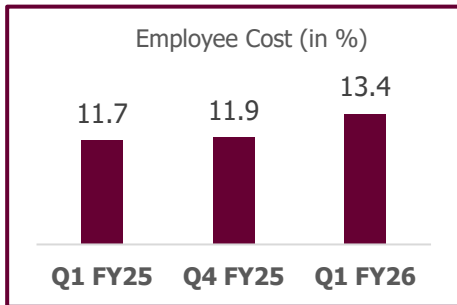
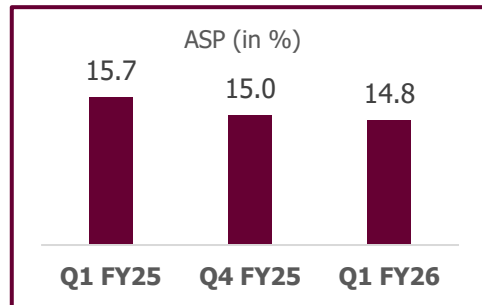
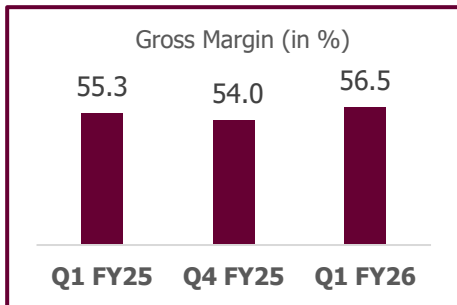


Financial Performance - Standalone

in INR Crore

Particulars	Q1 FY26	Q1 FY25	YoY%	Q4 FY25	QoQ%
Net Sales Value	244.5	236.9	3.2%	239.8	2.0%
Other Operating Income	7.2	4.2	69.7%	3.8	91.6%
Total Operating Income	251.7	241.2	4.4%	243.5	3.4%
Cost of Goods sold	106.2	106.2	0.0%	109.8	-3.3%
Contribution	138.3	130.8	5.7%	129.9	6.4%
% of Sales	56.6%	55.2%		54.2%	
Employees Cost	29.8	27.0	10.3%	27.8	7.2%
Advertisement & Sales Prom.	37.7	37.2	1.2%	36.6	2.8%
Other Expenses	35.2	32.4	8.7%	35.5	-0.7%
EBITDA	42.8	38.4	11.6%	33.8	26.8%
% of Sales	17.5%	16.2%		14.1%	
Other Income	7.6	11.0		8.1	
Finance Cost	0.4	0.2		0.1	
Depreciation and Amortisation	2.3	2.2		2.6	
Corporate Social Responsibility	0.9	1.0		1.0	
Profit Before Tax(PBT)	46.9	46.0	1.9%	38.2	22.9%
Tax Expenses	7.9	8.0		6.7	
Profit After Tax(PAT)	39.0	38.0	2.8%	31.5	24.0%
% of Sales	16.0%	16.0%		13.1%	

Consolidated – Margin & Expenses To Sales Trend % Q1



Financial Performance - Consolidated

in INR Crore					
Particulars	Q1 FY26	Q1 FY25	YoY%	Q4 FY25	QoQ%
Net Sales Value	259.5	241.7	7.4%	246.7	5.2%
Other Operating Income	7.2	4.2	69.7%	3.8	91.6%
Total Operating Income	266.7	245.9	8.4%	250.5	6.5%
Cost of Goods sold	112.9	108.0	4.5%	113.5	-0.5%
Contribution	146.6	133.7	9.7%	133.2	10.0%
% of Sales	56.5%	55.3%		54.0%	
Employees Cost	34.9	28.2	23.6%	29.4	18.6%
Advertisement & Sales Prom.	38.5	38.1	1.2%	36.9	4.4%
Other Expenses	39.0	34.1	14.6%	37.8	3.4%
EBITDA	41.4	37.6	10.0%	32.9	25.7%
% of Sales	15.9%	15.6%		13.3%	
Other Income	7.8	11.0		8.1	
Finance Cost	0.4	0.2		0.1	
Depreciation and Amortisation	2.4	2.3		2.7	
Corporate Social Responsibility	0.9	1.0		1.0	
Profit Before Tax (PBT)	45.5	45.1	0.8%	37.2	22.3%
Share of Profit of Associate	0.3	-		0.5	
Tax Expenses	7.9	8.0		6.7	
Profit After Tax (PAT)	37.9	37.1	2.2%	31.0	22.4%
% of Sales	14.6%	15.4%		12.6%	

Buy Back of Shares via Tender Offer

Offer Price – INR 290 per share with
Total Size of INR 186.6 crores

Particulars	Lac Shares
Pre Buy Back Equity Share Capital	1,370.53
Equity Shares proposed to be bought back* (4.69% of pre-buy back paid-up capital)	64.34
Post Buy back Equity Share Capital	1,306.19

Note:

We refer to our intimation to stock exchanges dated July 24, 2025, pursuant to Regulation 30 of the SEBI Listing Regulations, whereby we had informed the exchanges regarding the approval by the board of directors ("Board") of Bajaj Consumer Care Limited ("Company") for (a) the buyback of 6,434,482 Equity Shares of the Company ("Buyback"); and (b) the scheme of arrangement ("Scheme") between Vishal Personal Care Limited and the Company.

It is hereby clarified that while the Scheme has been approved by the Board, it will only be filed with the National Company Law Tribunal ("NCLT"), pursuant to Section 230-232 of the Companies Act, 2013 and other applicable provisions, if any, after the completion of the Buyback.

* Assuming 100% completion



THANK YOU

bajaj CONSUMER CARE