

Press Release

Bajaj Financial Solutions Limited (a Bajaj Finserv subsidiary) appoints key personnel

Pune, September 2, 2009: Bajaj FinServ Limited, the listed financial services arm of the Bajaj Group, today announced the appointment of key senior management members for its 100% subsidiary, **Bajaj Financial Solutions Limited**. Mr. Arpit Agarwal has been appointed as CEO and he would report to Mr. Sanjiv Bajaj, Managing Director of Bajaj Finserv.

Mr. Agarwal, a veteran of the Private Banking industry in India, has successfully launched and built sizable private banking businesses for DSP Merrill Lynch (1993-1998), BNP Paribas (1999-2002) and ICICI Bank Ltd. (2002-2006). He brings with him a rich experience of over 19 years in the financial services industry. Before joining BFSol., he was heading the financial services business at Dawnay Day AV as Managing Director & Group Chief Executive Officer.

Other team members, who have been appointed include, Ms. Surabhi Gupta – Head Sales & Business Development, Mr. Sajjan Desai – Head Research & Portfolio Advisory and Mr. Yogesh Bajaj – Head Products & Alliances.

Bajaj Financial Solutions Limited is the recently incorporated financial products & services distribution and advisory arm of Bajaj Finserv. It aims to serve individuals as well as institutions and provide solutions for all financial needs (including loans, investment and protection products) under one roof.

Bajaj FinServ Limited has interests in **Protection** (Bajaj Allianz Life Insurance Company Limited & Bajaj Allianz General Insurance Company Limited), **Lending** (Bajaj Auto Finance Limited), **Investment** (proposed Asset Management Company in Joint venture with Allianz Global Investors AG) and **Distribution and Advisory services** through its 100% subsidiary **Bajaj Financial Solutions Limited (BFSol)**.

Sd/

Sanjiv Bajaj
MD – Bajaj Finserv Ltd.

Pune
2nd September, 2009