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**THE WORLD'S
FAVOURITE
INDIAN**

26 July 2021

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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Subject: KTM AG, Austria

Dear Sirs/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached a copy of the Press release dated 26 July 2021 issued in Austria by PIERER Mobility AG (PMAG) in respect of the shareholding structure with Bajaj Auto's 100% Netherlands subsidiary Bajaj Auto International Holdings BV (BAIHBV), in KTM AG, Austria.

1. Currently PMAG and BAIHBV approximately hold 51.7% and 48% in KTMAG respectively.
2. In addition to the above stake in KTMAG, PMAG further holds:
 - a) 100% in Pierer E-Bikes, the maker of conventional and electric bicycles, under Ramon, Husqvarna and Gas Gas brands,
 - b) 50% stake in Kiska GmbH – a top notch design cum marketing organization and
 - c) stakes in a few other small sized companies in IT, Digital marketing areas.
3. PMAG is listed in Zurich and Frankfurt exchanges.
4. Pierer holds 65.29% stake in PMAG.
5. PTW Holding AG (PTW Holding) a 100% subsidiary of Pierer Industrie (a Pierer Company) holds 60% of PMAG and the balance of 5.29 % in PMAG is held through other group entities of the Pierer Group.
6. The proposal at hand envisages two steps:

- BAIHBV swapping 46.5% (out of its 48%) stake in KT MAG, for a stake in PTW Holding, thus becoming an equity holder along with Pierer Industrie in PTW Holding, in the first step and
 - PTW Holding later contributing its 46.5% stake in KT MAG to PMAG, for fresh shares to be issued by PMAG in lieu, as a second step.
7. After completion of both steps, Pierer Industrie and BAIHBV will be stake holders in PTW Holding, with PMAG as its listed subsidiary.
 8. PMAG's stake in KT MAG would stand increased to 98.2% and it would continue to hold the other entities mentioned in 2 above.

Bajaj Auto's Board of Directors accorded its in-principle approval to this proposal and directed that this approval (as approval of BAIHBV shareholders), be conveyed to its wholly owned subsidiary, BAIHBV.

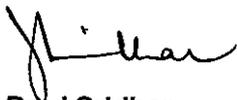
BAIHBV's Board at its meeting on 26th July, considered the proposals and also noted its shareholders' in-principle approval. After due deliberations, BAIHBV's Board also accorded its in-principle approval for the proposals.

Parties will now process necessary clearances from competition, take over & other authorities as may be required and depending on the outcome of clearances from the authorities concerned and of transaction negotiations/valuations, undertake next steps.

This is for your information please.

Thanking you,

Yours faithfully,
For Bajaj Auto Limited



Dr. J Sridhar
Company Secretary

Encl: as above

Ad hoc announcement pursuant to article 17 Regulation (EU) N0 596/2014 (MAR)
Ad hoc announcement pursuant to article 53 LR

26 July 2021

PIERER Mobility AG: Simplification of the shareholding structure with Bajaj

- **Pierer and Bajaj start simplifying Bajaj's participation at PIERER Mobility level, as announced**

PIERER Mobility AG was informed by Pierer Industrie AG and PTW Holding AG that an agreement in principle had been reached with Bajaj Auto Ltd. (India) and its wholly owned subsidiary Bajaj Auto International Holdings BV (Netherlands, "BAIHBV"), together referred as "Bajaj", to contribute BAIHBV's 46.5% stake in KTM AG to PIERER Mobility AG.

As a next step, Pierer and Bajaj will now initiate competition and takeover law consultations with the relevant authorities as well as the necessary valuations; PIERER Mobility AG, for its part, will go ahead with preparations under capital market law. Depending on the outcome of the valuation process, the opinion of the Austrian Takeover Commission and the transaction negotiations as well as the clearance by the competition authorities, PIERER Mobility AG will carry out a capital increase through contribution in kind from the existing authorized capital of the company under exclusion of subscription rights by up to 50% of the existing share capital.

After completion of the transaction, the shareholding of PIERER Mobility AG in the operating KTM AG will increase from currently about 51.7% to about 98.2%. The Pierer Group will continue to maintain sole control over PIERER Mobility AG.

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ISIN: AT0000KTMI02 Swiss valor number: 41860974 Ticker Symbol: PMAG, Bloomberg: PMAG SE, PMAG GY Reuters: PMAG.S