



Bajaj Auto Limited,
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07 November 2025

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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Sub: Intimation of appointment of Senior Management Personnel.

Dear Sir / Madam,

Pursuant to Regulation 30 read with para A, part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we wish to inform you that Mr. Vijay Jerome has been appointed as Chief Digital & Information Officer and part of Senior Management of the Company with immediate effect.

The details required under Regulation 30 of the Listing Regulations read along with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11 November 2024 is enclosed herewith as "Annexure A & B".

In terms of Regulation 30(8) of the Listing Regulations, this intimation will also be made available on the Company's website at www.bajajauto.com/investors/disclosures

This is for your information and record.

Thanking you,

For Bajaj Auto Limited

Rajiv Gandhi
Company Secretary & Compliance Officer
ACS 11263

Encl.: As Above.

Details as per Regulation 30 of the Listing Regulations read along with SEBI Master Circular dated 11 November 2024:

Sr. No.	Particulars	Details
1.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment of Mr. Vijay Jerome as Chief Digital & Information Officer and part of Senior Management of the Company.
2.	Date of appointment / re-appointment / cessation & term of appointment / re-appointment	Immediate effect.
3.	Brief profile (in case of appointment)	Enclosed as “Annexure B”.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable.

Brief profile of Mr. Vijay Jerome

Shri Vijay Jerome brings over two decades of global technology leadership experience spanning the consumer goods, retail, and digital innovation sectors. His career began with IBM, where he built a strong foundation in enterprise technology and systems architecture. He went on to hold senior leadership roles at Mondelēz International (formerly Kraft Foods), Pernod Ricard, and H&M Group, leading large-scale business technology transformations and modernization initiatives across geographies. Shri Vijay is widely recognized for his strategic foresight, sustainability-led innovation, and ability to translate emerging technologies into measurable business value.

Experience:

- Before joining Bajaj Auto, Shri Vijay Jerome served as Senior Vice President (SVP) & Head of Group Business Technology Operations, and later as SVP & Head of Global Tech Services at the H&M Group. In these roles, he spearheaded the integration of Artificial Intelligence (AI) and digital innovation into global operations, reinforcing technology as a core enabler of customer experience and sustainable retail innovation.
- Prior to H&M, Shri Vijay was Vice President of IT, Group CTO and CISO at Pernod Ricard, where he led global enterprise technology, cybersecurity, and infrastructure modernization. His leadership accelerated the company's digital transformation journey.
- Earlier, during his 14-year tenure at Mondelēz International, Shri Vijay held progressively senior global technology roles across the United Kingdom, the United States, and Asia Pacific. As Global Head of IT for Cloud Transformation and Infrastructure Risk Management, he led the company's transition to cloud-first infrastructure, enhancing global resilience, scalability, and cybersecurity. As CTO for Asia Pacific and Global Hosting, he drove modernization programs that strengthened agility and operational excellence. In his earlier roles, he unified business and technology frameworks to advance Mondelez's transformation into a connected, data-driven enterprise.

Education:

He holds a Bachelor's degree in Industrial Engineering from R.V. College of Engineering.