23 February 2024

To
Corporate Relations Department.
BSE Limited
1st Floor, New Trading Ring,
Rotunda Building, P J Tower,
Dalal Street, Fort,
Mumbai 400 001

To
Corporate Listing Department.
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor
Plot No.C-1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051

BSE CODE: 532978
NSE CODE: BAJAJFINSV

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 and 47 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015—Newspaper Advertisement**

We refer to our letter dated 22 February 2024, intimating issue of postal ballot notice for seeking approval of members by way of special resolution for below mentioned special businesses:

1. Modification to Bajaj Finserv Limited Employee Stock Option Scheme.
2. Approval to extend the benefits and grant of options to the employee(s) of holding and/or subsidiary company(ies) under the Bajaj Finserv Limited Employee Stock Option Scheme.

We submit herewith, a copy of advertisement published on Friday, 23 February 2024, in Financial Express— all editions (English) and Kesari-Pune edition (Marathi), informing, inter-alia,

a) Dispatch of postal ballot notice;
b) Procedure for registration/Updation of email address; and
c) E-voting information.

The aforesaid advertisements will also be available on the website of the Company at https://www.aboutbajajfinserv.com/investor-relations-forms under the dropdown 'General Meetings & Postal Ballots'.

We request you to kindly take this on record.

Thanking you.

FOR BAJAJ FINSERV LIMITED

UMA OMKAR

UMA SHENDE

Email ID: investors@bajajfinserv.in

Encl.: As above
BAJAJ FINSERV LIMITED

Notice of Postal Ballot

NOTICE IS HEREBY GIVEN THAT pursuant to the provisions of Sections 110 and 108 of the Companies Act, 2013 (the “Act”) read with Rules 22 and 20 of the Companies (Management and Administration) Rules, 2014 (the “Management Rules”), Secretarial Standard-2 on General Meetings, Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “SEBI Listing Regulations”) including any statutory modification(s), clarification(s), substitution(s) or re-enactment thereof for the time being in force, guidelines prescribed by the Ministry of Corporate Affairs (the “MCA”) vide Circular No. 09/2013 issued on 26 September 2013 read along with other connected circulars issued from time to time in this regard (the “MCA Circulars”), approval of the Members of Bajaj Finserv Limited (the “Company”) is being sought for the items of special business as set out hereunder. Through Postal Ballot by electronic voting (‘e-voting’) process:

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Particulars</th>
<th>Resolution Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Modification to Bajaj Finserv Limited Employee Stock Option Scheme</td>
<td>Special</td>
</tr>
<tr>
<td>2</td>
<td>Approval to extend the benefits and grant of options to the employees of holding and/or subsidiary company(ies) under the Bajaj Finserv Limited Employee Stock Option Scheme</td>
<td>Special</td>
</tr>
</tbody>
</table>

In terms of the MCA Circulars, the Company has e-mailed the Postal Ballot notice along with Explanatory Statement thereof on Thursday, 22 February 2014 to the Members of the Company holding shares as on Friday, 16 February 2014 (‘Cut-off Date’) who have registered their email addresses with Depository Participant(s)/ Depository/Registrar and Share Transfer Agent of the Company viz. KFIN Technologies Limited (KFIN’s) (‘holding rights shall be reckoned on the paid-up value of equity shares registered in the name of Members as on the Cut-Off Date. A person who is not a Member as on the Cut-Off Date shall treat the notice for information purposes only.

The Company has engaged the services of KFIN for providing e-voting facility to all its Members.

In accordance with the MCA Circulars, hard copy of the Postal Ballot Notice along with postal ballot forms and pre-paid business reply envelope will not be sent to the Members. The communication of the absent or dissent of the Members would take place through the e-voting system only.

The Notice of Postal Ballot, is being made available on the following:

1. Company’s website: select the tab ‘General Meeting and Postal Ballots’ in the drop down of https://www.aboutbajajfinserv.com/investor-relations-forms
2. Website of the Stock Exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com
3. KFIN website: https://investing.kfintech.com

Key details regarding the Postal Ballot/ E-voting:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cut-off date for eligibility for e-voting</td>
<td>Friday, 16 February 2014</td>
</tr>
<tr>
<td>2</td>
<td>E-voting period</td>
<td>Starts on Friday, 23 February 2014 from 9:00 am (IST) ends on Saturday, 25 March 2014 to 5:00 pm (IST)</td>
</tr>
<tr>
<td></td>
<td>Voting shall not be allowed beyond the aforesaid date and time.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Process for e-voting</td>
<td>To understand the process of e-voting Members are requested to go through the notes to the Postal Ballot Notice.</td>
</tr>
<tr>
<td>4</td>
<td>Date for publishing results of e-voting</td>
<td>Results of the voting will be declared by placing the same along with the Scrutineer’s report on the Company’s website (select the tab ‘E-Voting and Scrutineer Reports’ in the drop down) at <a href="https://www.aboutbajajfinserv.com/investor-relations-forms">https://www.aboutbajajfinserv.com/investor-relations-forms</a> and also on the website of KFIN viz., <a href="https://investing.kfintech.com/">https://investing.kfintech.com/</a> and will also be communicated to the stock exchanges on or before Wednesday, 27 March 2014 by 5:00 pm (IST) and the outcome will be made available at the registered office as well as at the corporate office of the Company.</td>
</tr>
<tr>
<td>5</td>
<td>Scrutineer Details</td>
<td>Shyam Prasad Dutt, Practicing Company Secretary (FCS No. 997, CP Nos. 572)</td>
</tr>
<tr>
<td>6</td>
<td>Contact details for any grievances or queries related to e-voting</td>
<td>From KFIN: Mohit Nishant Udit Senior Manager KFIN Technologies Limited Email: <a href="mailto:investor.service@kfintech.com">investor.service@kfintech.com</a>/ <a href="mailto:investor.service@bajajfinserv.in">investor.service@bajajfinserv.in</a> Tel/Fax: No.: 022 395 840 401</td>
</tr>
<tr>
<td></td>
<td>From Company: Uma Shende Company Secretary Bajaj Finserv Limited Email: <a href="mailto:investor@bajajfinserv.in">investor@bajajfinserv.in</a> Tel: 020 7517 6504</td>
<td></td>
</tr>
</tbody>
</table>

Members are requested to keep their email address updated with the Depository Participants/KFIN to enable servicing of notices/documents/emergency report electronically. Procedure to register/update e-mail address and/or other KYC is mentioned below:

Physical Holding

- Members holding shares in physical mode, who have not registered/updated their e-mail address and/or other KYC details, are requested to update their aforesaid details by submitting Form EBR-1 duly filled and signed along with requisite supporting documents to KFIN at:
  - KFIN Technologies Limited
    - Unit-I, Bajaj Finserv Ltd.,
    - Sareum Building, Tower-B, Plot No. 31B & 32,
    - Financial District, Naranpura,
    - Ahmedabad,
    - Gujarat - 380 006.

Dematerialised Holding

- Members holding shares in dematerialised mode, who have not registered/updated their aforesaid details, are requested to register/update the same with the respective SPs.

Members who have registered their email address and not received Postal Ballot Notice, User ID and Password for e-voting, may write to investor.service@kfintech.com or investor@bajajfinserv.in from their registered email id to receive the same.

For Bajaj Finserv Limited

Sd/-

Place: Pune
Date: 22 February 2014

Uma Shende
Company Secretary
1. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા નીચે

2. ભલે ફીચરસ લિમિટેડ પોલિ અને પોલિ સેવાઓ કે ડિઝેન્ટ નીચે

3. ભલે ફીચરસ લિમિટેડ ની સેવા સમૂહની તલિકતન કોરેડવા કે ધારનો કે સેવા કે અંદાજ.

4. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા સેવાઓ કે સેવાઓ નીચે

5. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો કે સેવા.

6. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો 

7. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો 

8. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો 

9. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો 

10. ભલે ફીચરસ લિમિટેડ ટાઇમ માલદ્વા અંદાજની તલિકતન કોરેડવા કે ધારનો