

Bajaj Consumer Care Limited

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Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan

CODE OF CONDUCT FOR REGULATING, MONITORING AND REPORTING OF TRADING BY DESIGNATED PERSONS & THEIR IMMEDIATE RELATIVES UNDER SEBI (PROHIBITION OF INSIDER TRADING) REGULATIONS, 2015, AS AMENDED

AMENDED ON NOVEMBER 9, 2022

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1.	Introduction	
	<p>The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, (hereinafter referred to as the 'Regulations') mandates the listed Companies to frame a Code of Conduct to regulate, monitor and report trading by its employees and other connected persons towards achieving compliance with these regulations. The Regulations were further modified from time to time. Accordingly, Code of Conduct for regulating and reporting of trading by Insiders has been approved and implemented by the Board of Directors of the Company.</p>	
2.	Applicability and effective date	
	<p>This modified Code was approved by the Board at its meeting held on October 16, 2020 and shall be applicable to designated persons and their immediate relatives from October 16, 2020.</p>	
3.	Definitions	
	3.1	Act" means the Securities and Exchange Board of India Act, 1992.
	3.2	"Board" means Securities & Exchange Board of India.
	3.3	" Board of Directors " means the Board of Directors of the Bajaj Consumer Care Limited, as constituted from time to time.
	3.4	" Code " or " Code of Conduct " shall mean the Code of Internal Procedures and Conduct for Regulating, Monitoring and Reporting of trading by insiders of Bajaj Corp Limited as amended from time to time.
	3.5	" Company " means Bajaj Consumer Care Limited.
	3.6	" Committee " means the Audit Committee of the Board or such other Committee as may be nominated by the Board for the purpose of these Rules.
	3.7	"Compliance Officer" means the Company Secretary of the Company appointed for the purpose of Regulations and the Code and report to the Board of Directors matters relating to the Code.
	3.8	" Connected Person " means:
	(i)	any person who is or has during the six months prior to the concerned act been associated with a company, directly or indirectly, in any capacity including by reason of frequent communication with its officers or by being in any contractual, fiduciary or employment relationship or by being a director,

			officer or an employee of the Company or holds any position including a professional or business relationship between himself and the Company whether temporary or permanent, that allows such person, directly or indirectly, access to unpublished price sensitive information or is reasonably expected to allow such access.
		(ii)	Without prejudice to the generality of the foregoing, the persons falling within the following categories shall be deemed to be connected persons unless the contrary is established,
		(a)	An immediate relative of connected persons specified clause (i); or
		(b)	A holding company or associate company or subsidiary company; or
		(c)	An intermediary as specified in Section 12 of the Act or an employee or director thereof; or
		(d)	An investment company, trustee company, asset management company or an employee or director thereof; or
		(e)	An official of a stock exchange or of clearing house or corporation; or
		(f)	A member of board of trustees of a mutual fund or a member of the board of Directors of the asset management company of a mutual fund or is an employee thereof; or
		(g)	A member of the Board of directors or an employee, of a public financial institution as defined in section 2 (72) of the Companies Act, 2013; or
		(h)	An official or an employee of a self-regulatory organization recognized or authorized by the Board; or
		(i)	A banker of the Company; or
		(j)	A concern, firm, trust, Hindu undivided family, company or association of persons wherein a director of the Company or his immediate relative or banker of the Company, has more than ten per cent, of the holding or interest.
	3.9		“Dealing in Designated Securities” means an act of subscribing to, buying, selling or agreeing to subscribe to, buy, sell or deal in the securities of the Company either as principal or agent.

3.10	"Designated Person(s)"
	The following categories of employees will be considered as 'Designated Persons' for the purpose of this code:
3.9.1.	All directors on the Board of the Company;
3.9.2	Promoters of the Company;
3.9.3	All Officers in grades L4-A (Assit. General Manager) and above;
3.9.4	All employees of the Company in Finance, Accounts, Legal, MIS, Secretarial Department and those employees in IT and Supply Chain Department who have access to SAP/Financial/Sales reports.
3.9.5	Employees of material subsidiaries designated on the basis of their functional role or access to UPSI;
3.9.6	Any other employee/ other connected person of the Company as may be designated/notified by the Company from time to time for meeting the objectives of the Code.
3.11	"Director" means a member of the Board of Directors of the Company.
3.12	"Employee" means every employee of the Company including the Directors in the employment of the Company.
3.13	"ESOP" means Employee Stock Options/benefits as may be granted to any of the employee of the Company or holding/subsidiary Company from time to time in accordance with SEBI (Share Based Employee Benefits) Regulations, 2014.
3.14	"Generally available Information" means information that is accessible to the public on a non- discriminatory basis.
3.15	"Immediate Relative" means a spouse of a person, and includes parent, sibling, and child of such person or of the spouse, any of whom is either dependent financially on such person, or consults such person in taking decisions relating to trading in securities.
3.16	"Insider" means any person who is: (i) a connected person; or (ii) in possession of or having access to unpublished price sensitive information.

3.17	"Key Managerial Person" means person as defined in Section 2(51) of the Companies Act, 2013.	
3.18	"Promoter" shall have the meaning assigned to it under the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any modification thereof.	
3.19	"Regulations" shall mean the Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 and any amendments thereto.	
3.20	"Securities" shall have the meaning assigned to it under the Securities Contracts (Regulation) Act, 1956 (42 of 1956) or any modification thereof except units of a mutual fund;	
3.21	"Stock Exchanges" means the recognized stock exchanges where securities of the Company are listed.	
3.22	Takeover regulations" means the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and any amendments thereto;	
3.23	"Trading" means and includes subscribing, buying, selling, dealing, or agreeing to subscribe, buy, sell, deal in any securities, and "trade" shall be construed accordingly;	
3.24	"Trading Day" means a day on which the recognized stock exchanges are open for trading;	
3.25	"Unpublished Price Sensitive Information" means any information, relating to a company or its securities, directly or indirectly, that is not generally available which upon becoming generally available, is likely to materially affect the price of the securities and shall, ordinarily including but not restricted to, information relating to the following:	
	a)	Periodical financial results of the Company;
	b)	Intended declaration of dividends (both interim and final);
	c)	Issue of securities, buy - back of securities or any forfeiture of shares or change in market lot of the Company's shares;
	d)	Acquisition, Merger, De-merger, Amalgamation, Restructuring, Scheme of arrangement or takeovers;

	e)	Disposal, spin off or selling division of whole or substantially whole of the undertaking;
	f)	Any major expansion plans or execution of new projects or any significant changes in policies, plans or operations of the Company;
	g)	Changes in Key Managerial Personnel;
	h)	And other matters as may be prescribed by SEBI/considered by the Compliance Officer to be price sensitive from time to time.
4.	Role of Compliance Officer	
4.1	The Board of Directors have appointed Company Secretary as the Compliance Officer (CO).	
4.2	The Compliance Officer should be a person who is financially literate and is capable of appreciating requirements for legal and regulatory compliance under these regulations and who shall be responsible for compliance of policies, procedures, maintenance of records, monitoring adherence to the rules for the preservation of unpublished price sensitive information, monitoring of trades and the implementation of the codes specified in these regulations under the overall supervision of the board of directors of the company or the head of an organization, as the case may be.	
4.3	The Compliance Officer shall at quarterly intervals prepare a report on insider trading to the Audit Committee or to the Board of Directors of the Company.	
4.4	The Compliance Officer shall assist all employees in addressing any clarifications regarding the Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 as amended and the Company's Code of Conduct.	
5.	Preservation of "Price Sensitive Information"	
5.1	No Insider shall communicate, provide, or allow access to any UPSI relating to a Company or Securities listed or proposed to be listed, to any person including other insiders except where such communication is in furtherance of legitimate purposes, performance of duties or discharge of legal obligations.	
5.2	No person shall procure from or cause the communication by any insider of UPSI relating to a Company or Securities listed or proposed to be listed, except in furtherance of legitimate purposes, performance of duties or discharge of legal obligations.	
5.3	All information shall be handled within the Company on a need-	

		to-know basis and no unpublished price sensitive information shall be communicated to any person except in furtherance of the insider's legitimate purposes, performance of duties or discharge of his legal obligations.
		<p><u>Need to Know:</u></p> <p>(i) "need to know" basis means that Unpublished Price Sensitive Information should be disclosed only to those within the Company who need the information to discharge their duty and whose possession of such information will not give rise to a conflict of interest or appearance of misuse of the information.</p> <p>(ii) All non-public information directly received by any employee should immediately be reported to the head of the department.</p>
	5.4	<p>Notwithstanding anything contained herein, UPSI may be communicated, provided, allowed access to or procured, in connection with a transaction which entails:</p> <ul style="list-style-type: none"> - an obligation to make an open offer under the takeover regulations where the Board of Directors of the Company is of informed opinion that the sharing of such information is in the best interests of the Company; or - not attracting the obligation to make an open offer under the takeover regulations but where the Board of Directors of the Company is of informed opinion that sharing of such information is in the best interests of the Company and the information that constitute unpublished price sensitive information is disseminated to be made generally available at least two trading days prior to the proposed transaction being effected in such form as the Board of Directors may determine to be adequate and fair to cover all relevant and material facts. <p>However, the Board of Directors shall require the parties to execute agreements to contract confidentiality and non-disclosure obligations on the part of such parties and such parties shall keep information so received confidential, except for the limited purpose and shall not otherwise trade in securities of the Company when in possession of unpublished price sensitive information.</p>
	5.5	Limited access to confidential information:
		Files containing confidential information shall be kept secure. Computer files must have adequate security of login and password, etc.
	5.6	Structured Digital Data base

		<p>The Company shall have a Structured Digital Database (SDD) containing the names of such persons or entities as the case may be with whom information is shared under this regulation. SDD shall have adequate internal controls and checks such as time stamping and audit trails to ensure non-tampering of the database.</p> <p>In addition to the Structured Digital Database (SDD) as mentioned hereinabove, the Company shall ensure to have an additional structured digital database containing the details of nature of Unpublished Price Sensitive Information (UPSI) and the names of such persons who have shared the information and also the names of such persons with whom information is shared under this regulation along with the Permanent Account Number (PAN) or any other identifier authorized by law where PAN is not available. Such database shall not be outsourced and shall be maintained internally with adequate internal controls and checks such as time stamping and audit trails to ensure non-tampering of the database. The Company shall authorise any of its Executives or Officials to maintain in-house SDD with reference to sharing of UPSI as required under the amended Regulations.</p> <p>The SDD shall be preserved for a period of not less than eight years after completion of the relevant transactions and in the event of receipt of any information from the Securities and Exchange Board of India regarding any investigation or enforcement proceedings, the relevant information in the SDD shall be preserved till the completion of such proceedings.</p>
6.	Trading Plans	
	6.1	<p>Trading Plan:</p> <p>Designated Persons shall be entitle to formulate a trading plan for dealing in securities of the Company and present it to the Compliance Officer for approval and public disclosure pursuant to which trades may be carried out on his behalf in accordance with such plan.</p>
	6.2	<p>Trading Plan shall:</p>
		<p>a) not entail commencement of trading on behalf of the insid earlier than six months from the public disclosure of the plan;</p>
		<p>b) not entail trading for the period between the twentieth trading day prior to the last day of any financial period for which results are required to be announced by the issuer of the securities and the second trading day after the disclosure of</p>

			such financial results;
		c)	entail trading for a period of not less than twelve months;
		d)	not entail overlap of any period for which another trading plan is already in existence;
		e)	set out either the value of trades to be effected or the number of securities to be traded along with the nature of the trade and the intervals at, or dates on which such trades shall be effected; and
		f)	not entail trading in securities for market abuse.
	6.3	The Compliance Officer shall consider the Trading Plan made as above and shall approve it forthwith. However, he shall be entitled to take express undertakings as may be necessary to enable such assessment and to approve and monitor the implementation of the plan as per provisions of the Regulations.	
	6.4	<p>The Trading Plan once approved shall be irrevocable and the Designated Persons shall mandatorily have to implement the plan, without being entitled to either deviate from it or to execute any trade in the securities outside the scope of the trading plan.</p> <p>However, the implementation of the trading plan shall not be commenced, if at the time of formulation of the plan, the Designated Person is in possession of any UPSI and the said information has not become generally available at the time of the commencement of implementation. The commencement of the Plan shall be deferred until such UPSI becomes generally available information. Further, the Designated Person shall also not be allowed to deal in securities of the Company, if the date of trading in securities of the Company, as per the approved Trading Plan, coincides with the date of closure of Trading Window announced by the Compliance Officer.</p>	
	6.5	Upon approval of the trading plan, the Compliance Officer shall notify the plan to the stock exchanges on which the securities are listed.	
7.	Trading window and window closure		
	7.1	Trading window shall mean a notional trading window which shall be used as an instrument of monitoring trading by Designated Persons.	
	7.2	Trading Window Closure:	
		i)	Trading window will be closed from the end of every quarter till

		48 hours after the declaration of financial results for that quarter.
	ii)	The trading window shall be closed when the Compliance Officer determines that Designated Persons or class of Designated Persons can reasonably be expected to have possession of UPSI. Such closure shall be imposed in relation to such securities to which such UPSI related.
	iii)	When the trading window is closed, the Designated Persons and their immediate relatives shall not trade in the Company's securities when the trading window is closed.
	iv)	All Designated Persons and their immediate relatives shall conduct their dealings in the securities of the Company only in a valid trading window and shall not deal in any transaction involving the purchase or sale of the Company's securities during the periods when the trading window is closed, as referred to in Point No. (iii) above or during any other period as may be specified by the Company from time to time.
	7.3	The Compliance Officer shall intimate the closure of trading window to all the Designated Persons when he determines that a designated person or class of designated persons can reasonably be expected to have possession of unpublished price sensitive information. Such closure shall be imposed in relation to such securities to which such unpublished price sensitive information relates.
	7.4	The Compliance Officer after taking into account various factors including the unpublished price sensitive information in question becoming generally available and being capable of assimilation by the market, shall decide the timing for re-opening of the trading window, however in any event it shall not be earlier than forty-eight hours after the information becomes generally available.
	7.5	The trading window shall also be applicable to any person having contractual or fiduciary relation with the Company, such as auditors, accountancy firms, law firms, analysts, consultants etc., assisting or advising the Company.
	7.6	During the closure of Trading Window, pledge of shares for <i>bonafide</i> purposes like raising of funds will be allowed subject to pre-clearance from compliance officer.
	7.7	In case of ESOPs, exercise of option may be allowed in the period when the trading window is closed. However, sale of shares allotted on exercise of ESOPs shall not be allowed when trading is closed. Further, acquisition by conversion of warrants or debentures, subscribing to rights issue, further public issue, preferential allotment or tendering of shares in a buy-back offer, open offer, delisting offer or through such other mechanism as may be specified by the SEBI may

		be allowed during the closure of trading window.
8.	Pre-clearances of trade	
8.1	<p>All Designated Persons, either on their own or through their immediate relatives, who intend to deal in the securities of the Company when the trading window is opened and if the volume and value of the proposed trade, whether in one transaction or a series of transactions over any calendar quarter, exceeds 500 shares or Rs. 2 lacs (market value) or 1% of total shareholding, whichever is less, should pre-clear the transaction. Provided that the pre-clearance norms shall not be applicable for (i) a trade executed as per the approved trading plan; and (ii) pursuant to exercise of stock options upon vesting under Company's Employee Stock Option Plan ("ESOP Plan"). However, any subsequent sale of shares acquired under the ESOP Plan shall be subject to pre-clearance procedure. However, no Designated Person shall be entitled to apply for pre-clearance of any proposed trade if such Designated Person is in possession of UPSI even if the trading window is not closed and hence he shall not be allowed to trade. The pre-dealing procedure shall be hereunder:</p>	
	a)	An application may be made in the prescribed Form I & Form IA to the Compliance Officer indicating the estimated number of securities that the Designated Person intends to deal in, the details as to the depository with which he has a security account, the details as to the securities in such depository mode and such other details as may be required by any rule made by the company in this behalf.
	b)	An undertaking as provided in Form I shall be signed/executed in favour of the Company by such Designated Person incorporating, <i>inter alia</i> , the following clauses, as may be applicable:
	c)	That the Designated Person and their immediate relatives does not have any access or has not received "Price Sensitive Information" up to the time of signing the undertaking.
	d)	That in case the Designated Person and their immediate relative has access to or receives "Price Sensitive Information" after the signing of the undertaking but before the execution of the transaction he/she shall inform the Compliance Officer of the change in his position and that he/she would completely refrain from dealing in the securities of the Company till the time such information becomes public.
	e)	That he/she has not contravened the code of conduct for prevention of insider trading as notified by the Company from time to time.

		f)	That he/she has made a full and true disclosure in the matter.
		g)	All Designated Persons and their immediate relatives shall execute their order in respect of securities of the Company within seven trading days after the approval of pre-clearance is given. The Designated Person shall file within 2 (two) trading days of the execution of the deal, the details of such deal with the Compliance Officer in the prescribed form C. In case the transaction is not undertaken, a report to that effect shall be filed in the prescribed Form II.
		h)	If the order is not executed within seven trading days after the approval is given, the Designated Persons and their immediate relatives must pre-clear the transaction again.
		i)	All Designated Persons & their immediate relatives who buy or sell any number of shares of the Company shall not enter into an opposite transaction i.e. sell or buy any number of shares during the next six (6) months following the prior transaction. However, restriction on contra trade shall not be applicable for (a) trades carried out in accordance with an approved trading plan; & (b) sale of shares under the Company's ESOP Plan, provided the Designated Person is not in possession of UPSI at the time of sale. All Designated Persons shall also not take positions in derivative transactions in the shares of the Company at any time. In case of any contra trade be executed, inadvertently or otherwise, in violation of such a restriction, the profits from such trade shall be liable to be disgorged for remittance to the Securities and Exchange Board of India (SEBI) for credit to the Investor Protection and Education Fund administered by SEBI under the Act.
		j)	In case of subscription in the primary market (initial public offers), the above mentioned entities shall hold their investments for a minimum period of 30 days. The holding period would commence when the securities are actually allotted.
		k)	The Compliance Officer may waive off the holding period in case of sale of securities in personal emergency after recording reasons for the same. However, no such sale will be permitted when the Trading window is closed.
	8.2		Creation of pledge or invocation of pledge is allowed when trading window is closed. However, the pledgor or pledgee may demonstrate that the creation of pledge or invocation of pledge was bona fide and prove their innocence under proviso to sub-regulation (1) of regulation 4 of the Regulations.

9.	Obligations of Designated Persons	
	Designated persons shall be required to disclose names and Permanent Account Number or any other identifier authorized by law of the following persons to the company on an annual basis and as and when the information changes:	
	a)	immediate relatives;
	b)	persons with whom such Designated Person(s) shares a material financial relationship;
	c)	Phone, mobile and cell numbers which are used by them;
	d)	the names of educational institutions from which designated persons have graduated and names of their past employers on a one time basis.
	The term "material financial relationship" shall mean a relationship in which one person is a recipient of any kind of payment such as by way of a loan or gift during the immediately preceding twelve months, equivalent to at least 25% of such payer's annual income but shall exclude relationships in which the payment is based on arm's length transactions."	
10.	Other Restrictions	
	10.1	The disclosures to be made by any person under this Code shall include those relating to trading by such person's immediate relatives, and by any other person for whom such person takes trading decisions.
	10.2	The disclosures of trading in securities shall also include trading in derivatives of securities and the traded value of the derivatives shall be taken into account for purposes of this Code.
	10.3	The disclosures made under this Code shall be maintained for a period of five years.
11.	Reporting requirements for transactions in securities	
	11.1	Initial Disclosure
	11.1.1	Every Promoter/Key Managerial Personnel/Director of the Company, within thirty days of these regulations taking effect, shall forward to the Company the details of all holdings in securities of the Company presently held by them including the

			statement of holdings of dependent family members in the prescribed Form A.
		11.1.2	Every person on appointment as a Key Managerial Personnel or a Director of the Company or upon becoming a promoter shall disclose his holding of securities of the Company as on the date of appointment or becoming a promoter, to the Company within seven (7) days of such appointment or becoming a promoter in the prescribed Form B.
	11.2	Continual Disclosure	
		11.2.1	Every Promoter, Designated Person and director of the Company shall disclose to the Company the number of such securities acquired or disposed of within two trading days of such transaction if the value of the securities traded, whether in one transaction or a series of transactions over any calendar quarter, aggregates to a traded value in excess of Rs. 10 lacs.
		11.2.2	The disclosure shall be made within 2 trading days of:
			a) the receipt of intimation of allotment of shares.
			b) the acquisition or sale of shares or voting rights as the case may be.
	11.3	Disclosure by the Company to the Stock Exchange(s)	
		11.3.1	Within 2 trading days of the receipt of intimation under Clause 10.3, the Compliance Officer shall disclose to all Stock Exchanges on which the Company is listed, the information received.
		11.3.2	The Compliance officer shall maintain records of all the declarations in the appropriate form given by the directors/officers / designated employees for a minimum period of eight years.
12.	Dissemination of Price Sensitive Information		
	12.1	No information shall be passed by Specified Persons by way of making recommendation for the purchase or sale of securities of the Company.	
	12.2	Disclosure/dissemination of Price Sensitive Information with specific reference to analysts, media persons and institutional investors:	
	12.3	The following guidelines shall be followed while dealing with analysts and	

		institutional investors:
	*	Only public information to be provided.
	*	At least two Company representatives be present at meetings with analysts, media persons and institutional investors.
	*	Unanticipated questions may be taken on notice and considered response given later. If the answer includes price sensitive information, a public announcement should be made before responding.
	*	Simultaneous release of information after every such meet.
13.	Penalty for contravention of the code of conduct	
	13.1	Every Designated Person shall be individually responsible for complying with the provisions of the Code (including to the extent the provisions hereof are applicable to his/her dependents).
	13.2	Any Designated Person who trades in securities or communicates any information for trading in securities, in contravention of this Code may be penalized and appropriate action may be taken by the Company.
	13.3	Designated Persons who violate the Code shall also be subject to disciplinary action by the Company, which may include wage freeze, suspension, recovery, claw back, ineligibility for future participation in employee stock option plans, etc.
	13.4	The violation of Code by Designated Persons will be suitably informed Board.
	13.5	The action by the Company shall not preclude SEBI from taking any action in case of violation of SEBI (Prohibition of Insider Trading) Regulations, 2015.
14.	Disclosures	
	This Code and any amendment thereof will be published on the Company official website (www.bajajconsumercare.com) and shall be promptly intimate to the Stock Exchange(s) where the securities of the Company are listed.	
15.	Review and amendments	
	The Board of Directors reserves the power to review and amend this code from time to time in accordance with the in the manner as may be decided by the Board of Directors.	

	The forms mentioned in the Code may be amended, modified or substituted or certain additional forms that may get prescribed by SEBI will supersede the forms attached to this code with effect from the date of notification by SEBI without requiring for the express amendment in this code.												
16.	Assistance												
	For any assistance, advice or clarification on any questions, doubts or difficulties that may arise in the interpretation of this Code, you may contact the following persons: <table border="1" data-bbox="289 569 1386 802"><thead><tr><th>Sr.no</th><th>Name & Designation</th><th>Contact Number</th><th>Email address</th></tr></thead><tbody><tr><td>1.</td><td>Mr.D.K.Maloo C.F.O.</td><td>0294-2561631/32</td><td>dkmaloo@bajajconsumer.com</td></tr><tr><td>2.</td><td>Mr. Vivek Mishra, Company Secretary & Compliance Officer</td><td>022-66919477/78</td><td>vivek.mishra@bajajconsumer.com</td></tr></tbody></table>	Sr.no	Name & Designation	Contact Number	Email address	1.	Mr.D.K.Maloo C.F.O.	0294-2561631/32	dkmaloo@bajajconsumer.com	2.	Mr. Vivek Mishra, Company Secretary & Compliance Officer	022-66919477/78	vivek.mishra@bajajconsumer.com
Sr.no	Name & Designation	Contact Number	Email address										
1.	Mr.D.K.Maloo C.F.O.	0294-2561631/32	dkmaloo@bajajconsumer.com										
2.	Mr. Vivek Mishra, Company Secretary & Compliance Officer	022-66919477/78	vivek.mishra@bajajconsumer.com										
