Stakeholder Engagement

> Transparent and consistent communication is key to building stakeholder trust. Through continuous engagement with customers, investors, lenders, regulators, partners, and our people, we share updates, listen to diverse perspectives, and use valuable feedback to strengthen our products, processes and decisions.

Lakshmi Iyer,
Group President, Investments and MD and CEO, Bajaj Alternate Investment Management Ltd.

> An informed customer is an empowered customer. As India's investor base expands, we are helping demystify markets, encourage prudent investing and enable more people to make thoughtful decisions. By widening access to investment knowledge, we help investors participate more confidently in India's growth story.

Manish Jain,
Managing Director, Bajaj Financial Securities Ltd. (Bajaj Broking)

We engage with a broad and diverse ecosystem of stakeholders which include but are not limited to customers, value chain partners, employees, government and regulators, peers, business partners, and the communities. We strategically engage regularly with all our stakeholders; we seek to build long-term substantive and valuable partnerships through proactive communication and transparent engagement.

UN SDGs Aligned

Material Topics Impacted

- Promoting Employee Health, Safety, and Well-being
- Business Ethics and Transparency
- Human Capital Development
- Human Rights
- Diversity and Inclusion
- Brand and Reputation Management

Engaging Our Stakeholders

Genuine stakeholder engagement demands consistency, honest communication and long-term accountability. The Group maintains a culture of transparency, risk awareness and accountability, holding its conduct to standards that meet or exceed requirements. A commitment to human rights principles is embedded in how the Group operates and forms part of the foundation of trust it seeks to maintain with all stakeholders.

Shareholders and Investors

- Regular interactions via investor presentations, press releases, meetings, conferences and roadshows.
- We have now been organising the BFS group Investor Day annually in December to showcase capabilities.
- Feedback from investors is analysed and taken as input for strategic decision-making.
- Cross-participation in investor calls across Group companies to ensure transparency.
- Policy in place for determination of Material Disclosure of Events or Information to stock exchanges.

Value Chain Partners

- Robust vendor onboarding and governance framework.
- Periodic ESG and compliance training for partners.
- 'Samvaad – Dialogues to Success' at BFL engaged 3,100+ dealers over 40+ engagements in FY2026.

Employees and Customers

- Refer to the Human Capital section of this report for further details on Employee engagement as a stakeholder and the related grievance mechanisms. The Company recognises its employees as key stakeholders and invests in their development and well-being.
- Refer to 'Customer Centricity' section of this report for further details on Customer engagement as a stakeholder and the related grievance mechanisms. We place customer satisfaction at the core of our business strategy and operations.

Government and Regulators

- The Group monitors regulatory developments across all jurisdictions in which it operates and maintains proactive compliance with applicable standards.
- Regular dialogue is maintained with regulators and the Group participates in policy advocacy processes to contribute its perspective on matters of relevance.
- The Group holds membership of the World Economic Forum (WEF) and Confederation of Indian Industry (CII).
- Our Company has endorsed CII charters for ethical business practices and fair workplaces.
- For further detail on regulatory advocacy, refer to the BFS FY2026 Annual Report, Business Responsibility and Sustainability Report (BRSR), Principle 7, Leadership Indicator, Q1 (Community Engagement).
- Community engagement is carried out through roadshows, local outreach and partnership with municipal bodies ensuring the Group's presence in communities extends beyond commercial activity.
- Stakeholder grievance redressal is available through the Bajaj Finserv Impact – ESG web platform.
- CSR initiatives are designed in alignment with local needs, ensuring that social investment is purposeful, targeted and accountable.

Campaigns

The Group runs structured, Group-wide initiatives to build awareness among stakeholders on cyber security and data privacy. Delivery channels include posters, emails, brochures and formal training sessions with content tailored to the nature of risk and the relevant audience.

ESG

- Targeted campaigns are conducted across the Group's core ESG focus areas: financial inclusion, environmental stewardship, employee development and community impact.
- Each campaign is designed to support broader ESG objectives and stakeholder value.
- The BFS Odyssey campaign showcased the Group's work in environmental sustainability, digital inclusion and social empowerment.

Key Focus Areas

- Paper reduction across Group operations
- Water-efficient landscaping at Group facilities
- Earth Day engagement activities
- Digital financial literacy for customers and communities

Double Materiality Assessment and Stakeholder Consultation

Our Approach

Bajaj Finserv (BFS), as a holding company, drives sustainable value creation through **strategic direction, governance oversight, and capital stewardship** across its financial services, wealth management, technology and insurance subsidiaries. While BFS has no significant direct operations, its strategic, policy, and capital allocation decisions influence Group-wide performance, risk management and sustainability outcomes.

BFS engages with a wide stakeholder ecosystem, including customers of Group entities, shareholders and investors, lenders, regulators, employees, value chain partners and society, to ensure that ESG considerations are embedded in **strategy, governance for long-term value creation**.

BFS adopts a **double materiality approach**, assessing ESG topics from two different perspectives:

+ **Impact Materiality (Inside-out):** The effects of BFS's oversight and decisions on environmental and social outcomes as realised through subsidiaries and the value chain.
+ **Financial Materiality (Outside-in):** ESG risks and opportunities with the potential to impact BFS's financial performance, resilience, and strategic direction.

The assessment process is aligned with **Global Reporting Initiative (GRI), Sustainability Accounting Standards Board (SASB), and Business Responsibility and Sustainability Report (BRSR)** frameworks.

Materiality Assessment Methodology

1 Stakeholder Identification

Stakeholders were identified through a structured Group level process, including management consultations, value chain assessment, benchmarking against sector peers and regulatory review. Stakeholders were prioritised based on influence on BFS's strategic decisions and the extent of impact arising from the firm's stewardship role.

+ **Internal:** Board of Directors, Senior Management, Employees
+ **External:** Customers (via subsidiaries), Shareholders and Investors, Lenders, Value Chain Partners, Regulators, Society

2 Identification of Material ESG Topics, Impacts, Risks and Opportunities

A comprehensive set of ESG topics was developed through a review of Group disclosures, peer benchmarking, BRSR requirements and analysis of sector specific trends. Each topic was assessed for associated **impacts, risks, and opportunities (IROs)** at Group-level. Coverage spanned governance, climate and data risks, financial inclusion, responsible financing and sustainable growth.

3 Double Materiality Assessment

Stakeholder inputs and internal assessments were combined to evaluate each topic across dimensions:

+ **Impact Materiality:** Assessed against scale, scope, likelihood, and irreversibility of environmental and social impacts
+ **Financial Materiality:** Assessed across ESG risks, opportunities, regulatory developments, and reputational considerations across short, medium, and long-term horizons

4 Prioritisation and Governance

ESG topics were prioritised using a scoring framework that considered stakeholder concern, impact magnitude, financial relevance and strategic significance. Results were mapped on a **Double Materiality Matrix** and inform:

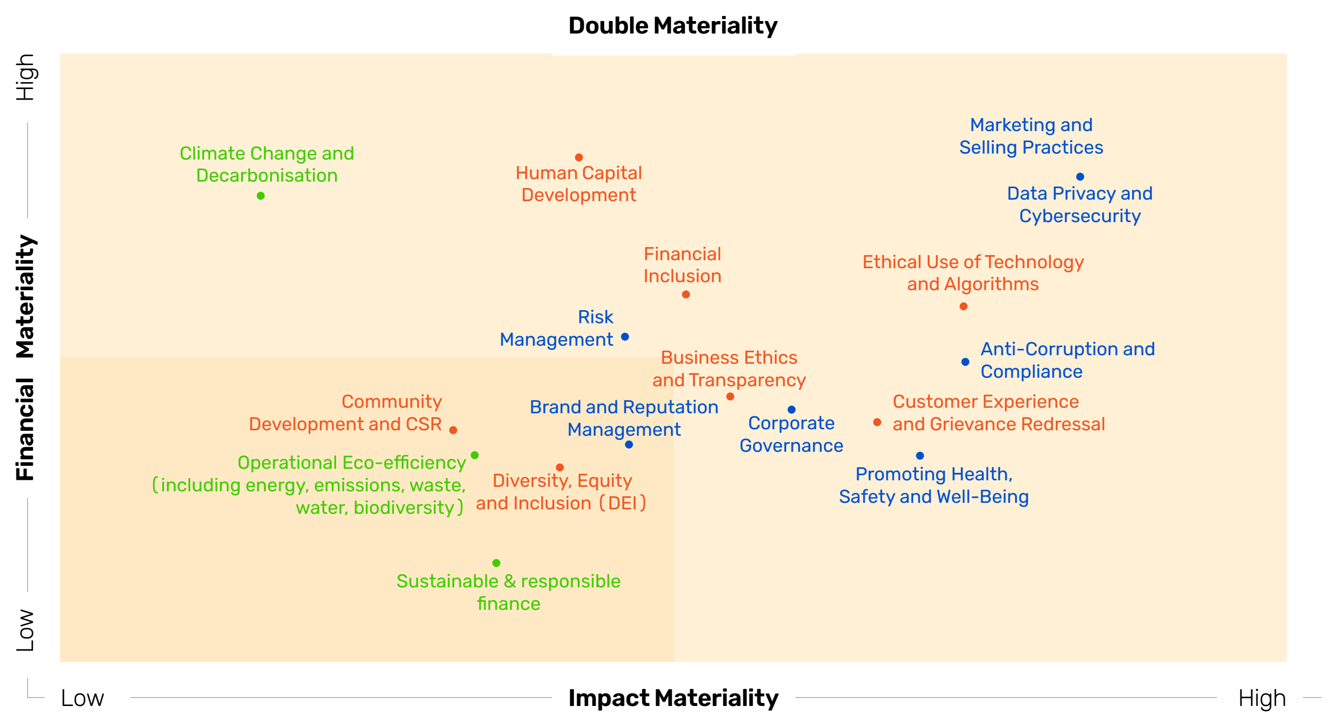
+ The Group's sustainability strategy and capital allocation priorities
+ ESG governance and structures and integration with the Enterprise Risk Management (ERM) framework
+ BRSR and all Group sustainability disclosures

The materiality assessment is reviewed and conducted through an external consultant once every 2-3 years or earlier where material changes in the business environment, regulatory landscape, or stakeholder priorities require us to do so. It is approved by Senior Management, the ESG Committee, and the Board of Directors. The assessment was not independently assured during the reporting period.

Results of Double Materiality

Sr. No.	Proposed Material Topics	Impact Materiality - Scaled	Financial Materiality Score - Scaled	Double Materiality score	Rank
1	Data Privacy and Cybersecurity	5	4.81	**24.05**	**1**
2	Marketing and Selling Practices	5	4.81	**24.05**	**1**
3	Ethical Use of Technology and Algorithms	4.43	3.51	**15.55**	**3**
4	Anti-Corruption and Compliance	4.44	2.98	**13.23**	**4**
5	Human Capital Development	2.54	5	**12.70**	**5**
6	Financial Inclusion	3.07	3.65	**11.21**	**6**
7	Customer Experience and Grievance Redressal	4	2.4	**9.60**	**7**
8	Corporate Governance	3.59	2.51	**9.01**	**8**
9	Risk Management	2.78	3.23	**8.98**	**9**
10	Promoting Health, Safety and Well-Being	4.22	2.05	**8.65**	**10**
11	Business Ethics and Transparency	3.28	2.63	**8.63**	**11**
12	Brand and Reputation Management	2.79	2.16	**6.03**	**12**
13	Diversity, Equity and Inclusion (DEI)	2.46	1.93	**4.75**	**13**
14	Climate Change and Decarbonisation	1	4.63	**4.63**	**14**
15	Community Development and CSR	1.93	2.28	**4.40**	**15**
16	Operational Eco-efficiency (including energy, emissions, waste, water, biodiversity)	2.04	2.05	**4.18**	**16**
17	Sustainable and responsible finance	2.14	1	**2.14**	**17**

Environment Social Governance



Please refer BRSR for Risk and Opportunity Page 143-149 of BFS FY2026 Annual Report: