

FC/SE/2025-26/45

September 12, 2025

National Stock Exchange of India Limited

Exchange Plaza, C – 1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai-400051

Symbol: FIRSTCRY

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

Scrip Code: 544226

Subject: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Ref: Intimation of acquisition made by Globalbees Brands Private Limited, a material subsidiary of Brainbees Solutions Limited (“the Company”)

Dear Sir/Ma’am,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that pursuant to the Assignment cum Investment Agreement dated November 11, 2021, Globalbees Brands Private Limited (“**Globalbees**”), a material subsidiary of the Company, has acquired further stake in Healthyhey Foods LLP.

The details as required under SEBI Master Circular dated November 11, 2024, bearing reference no. SEBI/HO/CFD/PoD2/CIR/P/0155, are given as under: -

Sr. No.	Particulars	Details of event
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>Healthyhey Foods LLP, incorporated in India, on July 15, 2016, deals in the manufacturing, marketing, sale, and distribution of nutritional and dietary supplements under the brand names ‘HealthyHey’, ‘Healthy Hey Nutrition’, and ‘HealthyHey Sports’. It also undertakes production, trading, and distribution of a wide range of consumer products including but not limited to food, personal hygiene, cosmetics, health, beauty, fashion, and lifestyle products.</p> <p>History of last 3 years’ turnover: 2024-25: INR 89.74 Crore 2023-24: INR 22.71 Crore 2022-23: INR 18.11 Crore</p>

Brainbees Solutions Limited

CIN: L51100PN2010PLC136340

Corporate/Registered Office:- Rajashree Business Park, Plot No. 114, Survey No. 338, Tadiwala Road, Nr. Sohrab Hall, Pune – 411001 **Contact:** +91-8482989157 **Email Id:** legal@firstcry.com **Website:** www.firstcry.com

Sr. No.	Particulars	Details of event
		Latest Financial Parameters: 2024-25: Turnover: INR 89.74 Crore Net worth: INR 2.48 Crore
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	Yes, the same is at arm’s length and the group companies have no interest in Healthyhey Foods LLP except to the extent of their contribution and/ or common directorship/ partnership.
3.	Industry to which the entity being acquired belongs;	Health & Wellness Industry
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Acquisition of additional partnership interest in Healthyhey Foods LLP from its Partners Ms. Shilpa Anushul Varma and Ms. Arushi Govind Agarwal, by Globalbees is pursuant to the Assignment cum Investment Agreement dated November 11, 2021. Globalbees acquired 8.00% and 11.60% partnership interest from Ms. Shilpa Anushul Varma and Ms. Arushi Govind Agarwal, respectively. Pursuant to the said acquisition, the partnership percentage of Globalbees has been increased from 60% to 79.60% in Healthyhey Foods LLP.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
6.	Indicative time period for completion of the acquisition;	September 12, 2025
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Cash
8.	Cost of acquisition and/or the price at which the shares are acquired;	INR 8.90 Crores
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional partnership acquired is 19.60%.

Sr. No.	Particulars	Details of event
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Provided in Point 1 of this table.

Kindly take the above on your record and acknowledge receipt of the same.

Thanking you,

For Brainbees Solutions Limited

Neha Surana
Company Secretary & Compliance Officer
ICSI Membership No.: A35205