

FC/SE/2025-26/47

September 19, 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 Shareholders Agreement dated September 02, 2022, Globalbees Brands Private Limited (“**Globalbees**”), a material subsidiary of the Company, has today acquired further stake in Plantex E-Commerce Private Limited, a step down subsidiary of the Company.

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>Plantex E-Commerce Private Limited, incorporated in India on August 01, 2020, is engaged in business of kitchen and home utility products under various brands, namely, “Plantex”, “Impulse”, “Planet” and third-party brands.</p> <p>History of last 3 years’ turnover: 2024-25: INR 170.85 Crore 2023-24: INR 129.19 Crore 2022-23: INR 52.85 Crore</p> <p>Latest Financial Parameters: 2024-25: Turnover: INR 170.85 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
		Net worth: INR 69.95 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 Plantex E-Commerce Private Limited except to the extent of their shareholding and common directorship.
3.	Industry to which the entity being acquired belongs;	Kitchen and Home utility
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 shareholding in Plantex E-Commerce Private Limited from its other existing shareholders, by Globalbees is pursuant to the Shareholders Agreement dated September 02, 2022. Globalbees acquired 10% additional shareholding from other existing shareholders of Plantex E-Commerce Private Limited. Pursuant to the said acquisition, the shareholding of Globalbees has been increased from 60% to 70% in Plantex E-Commerce Private Limited.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
6.	Indicative time period for completion of the acquisition;	September 19, 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 19.96 Crores
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding acquired is 10%.

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