

FC/SE/2025-26/71

December 23, 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 agreement to acquire K.A. Enterprises (Hygiene) Private Limited by Swara Baby Products Private Limited, a 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 Share Subscription Agreement dated December 22, 2025 and Share Purchase Agreement dated December 22, 2025 (“**Agreement**”), Swara Baby Products Private Limited (“**Swara Baby**”), a subsidiary of the Company, has agreed to acquire 100% stake in K.A. Enterprises (Hygiene) Private Limited (“**KA Hygiene**”) from the existing shareholders of KA Hygiene by issuing 38,49,572 Equity Shares of Swara Baby. Pursuant to the above said issuance of shares, the Company’s shareholding in Swara Baby will be adjusted from 87.29% to 75.92%.

Pursuant to the aforesaid Agreement, KA Hygiene will become wholly-owned subsidiary of Swara Baby and step-down subsidiary of the Company and consequently, the indirect control of the Company in KA Hygiene will be 75.92%.

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>KA Hygiene, incorporated in India, on July 31, 2019. It is engaged in the business of manufacturing and trading of Hygiene Products.</p> <p>Immediately prior to the said Agreement to acquire 100% stake in KA Hygiene, KA Hygiene has acquired the entire business of</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
		<p>K.A. Enterprises (a common controlled entity). K.A. Enterprises has also been engaged in the business of manufacturing and trading of Hygiene Products.</p> <p>History of last 3 years' turnover (including turnover of K.A. Enterprises): 2024-25: INR 84.01 Crore 2023-24: INR 80.42 Crore 2022-23: INR 58.45 Crore</p> <p>Latest Financial Parameters (including Profit After Tax of K.A. Enterprises): Profit After Tax- 2024-25: INR 5.22 Crore</p> <p>KA Hygiene has recently commenced its business operations and therefore, turnover, profit after tax and net worth are negligible.</p>
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 KA Hygiene except to the extent of their shareholding and common directorship.
3.	Industry to which the entity being acquired belongs;	Manufacturing and Trading of Hygiene Products
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);	<p>Agreement has been entered to acquire entire stake in KA Hygiene by Swara Baby, from the existing shareholders of KA Hygiene in consideration of 38,49,572 Equity Shares of Swara Baby.</p> <p>Pursuant to the above said issuance of shares, the Company's shareholding in Swara Baby will be adjusted from 87.29% to 75.92%.</p> <p>Pursuant to the said Agreement, KA Hygiene will become wholly-owned subsidiary of Swara Baby and step-down subsidiary of the Company and</p>

Sr. No.	Particulars	Details of event
		consequently, the indirect control of the Company in KA Hygiene will be 75.92%.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
6.	Indicative time period for completion of the acquisition;	On or before December 31, 2025
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Agreement to acquire 100% shareholding of KA Hygiene in consideration of 38,49,572 Equity Shares of Swara Baby
8.	Cost of acquisition and/or the price at which the shares are acquired;	Cost of acquisition will be INR 57.74 Crore
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of shareholding in KA Hygiene to be acquired by Swara Baby is 100%
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