

FC/SE/2025-26/35
August 14, 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 the 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 (**‘Listing Regulations’**), we hereby inform that pursuant to the Investment Agreement dated November 12, 2021, Globalbees Brands Private Limited, a material subsidiary of the Company, has acquired further stake in Cloud Lifestyle 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>Cloud Lifestyle Private Limited, incorporated in India, on June 02, 2017, deals in all kinds and varieties of cosmetics, personal care products, wellness products and cosmetics, hygiene products, beauty products, laundry products, oral care, hair care and eye care products.</p> <p>History of last 3 years’ turnover: 2024-25: INR 55.35 Crore 2023-24: INR 13.07 Crore 2022-23: INR 3.07 Crore</p> <p>Latest Financial Parameters: 2024-25:</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
		Turnover: INR 55.35 Crore Net worth: INR -3.08 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 Cloud Lifestyle Private Limited except to the extent of their shareholding and common directorship.
3.	Industry to which the entity being acquired belongs;	Personal Care & Beauty 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 further shareholding interest through secondary transfer in Cloud Lifestyle Private Limited by GlobalBees Brands Private Limited pursuant to the Investment Agreement dated November 12, 2021, post which Cloud Lifestyle Private Limited has become a wholly owned subsidiary of GlobalBees Brands 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;	August 14, 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;	Rs. 60.29 Lacs
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding acquired is 10%.

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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

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