

FC/SE/2024-25/95  
March 25, 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**

Dear Sir/Madam,

**Sub: Outcome of Board meeting held on March 25, 2025 - Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

We wish to inform you that the Board of Directors ('Board') of Brainbees Solutions Limited ('Company') at its meeting held today, i.e., March 25, 2025, *inter alia*, transacted the following businesses:

**1. Appointment of Company Secretary & Compliance Officer**

Pursuant to the recommendation of the Nomination & Remuneration Committee, the Board of Directors of the Company has approved the appointment of Ms. Neha Virendra Surana (Membership No. A35205) as Company Secretary & Compliance Officer and Key Managerial Personnel (KMP) of the Company with immediate effect.

**2. Investment in Globalbees Brands Private Limited**

Pursuant to the recommendation of the Audit Committee, the Board of Directors of the Company has approved the proposal to infuse funds not exceeding Rs. 1,46,00,00,000/- (Rupees One Hundred and Forty Six Crores Only), by way of subscription to Compulsory Convertible Preference Shares of Globalbees Brands Private Limited (**Globalbees**), a subsidiary of the Company, in one or more tranches, during the time period of 12 months.

**3. Investment in Firstcry Management DWC LLC**

Pursuant to the recommendation of the Audit Committee, the Board of Directors of the Company has approved the proposal to infuse funds not exceeding AED 9 Million (approx Rs. 20.98 Crore\*), by way of acquisition of equity shares of Firstcry Management DWC LLC, UAE (**FC Management**), wholly owned foreign subsidiary of the Company, in one or more tranches, during the time period of 1 month.

\* Note: AED to INR exchange rate assumed for reporting the proposed investments in FC Management is taken as ₹23.31 per AED.

The Meeting of the Board of Directors of the Company commenced at 03:00 p.m. (IST) and concluded at 05:55 p.m. (IST)

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are given in Annexure A to this intimation.

This intimation is also being uploaded on the Company's website at <https://www.firstcry.com/investor-relations/>.

Please acknowledge the receipt.

Thanking you,

For **Brainbees Solutions Limited**

Neha Surana  
Company Secretary and Compliance Officer  
Mem. No. A35205

## Annexure A

### Appointment of Company Secretary & Compliance Officer

Sr. No.	Particulars	Details of event
1.	Reason for change viz. appointment, <del>resignation, removal, death or otherwise</del>	Ms. Neha Virendra Surana (Membership No.- A35205) has been appointed as Company Secretary & Compliance Officer and Key Managerial Personnel (KMP) of the Company with immediate effect.
2.	Date of appointment/ <del>cessation</del> <del>(as applicable)</del> & term of appointment	Appointed with effect from March 25, 2025  Term: Not applicable
3.	Brief profile (in case of appointment)	Ms. Neha Surana has more than 12 years of experience in the field of Corporate Law Compliance & Secretarial Procedures. She has completed her Bachelor of Laws from Mumbai University & is an Associate member of the Institute of Company Secretaries of India.  She is associated with Firstcry Group since March, 2020.
4.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
5.	Affirmation as per Exchange Circulars NSE/CML/2018/24 and LIST/COMP/14/2018-19 dated June 20, 2018	Not Applicable

**Investment in Globalbees Brands Private Limited ("Globalbees") & Firstcry Management DWC LLC ("FC Management")**

Sr. No.	Particulars	Details of event	Details of event
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>Globalbees, an existing subsidiary of the Company, has been incorporated in India on May 03, 2021. Globalbees deals in various consumer segments including beauty, home care, personal care, nutrition and wellness, fashion jewellery, eyewear, health and fitness, sports, home and kitchen appliances, etc.</p> <p><b>History of last 3 years' turnover:</b> (Consolidated)  <b>2023-24:</b> INR 1209.35 Crore  <b>2022-23:</b> INR 897.18 Crore  <b>2021-22:</b> INR 103.98 Crore</p> <p><b>Latest Financial Parameters:</b> (Consolidated)  <b>2023-24:</b>  Turnover: INR 1209.35 Crore  Net worth: INR 1095.89 Crore</p>	<p>FC Management, a wholly owned foreign subsidiary of the Company, has been incorporated in United Arab Emirates on April 04, 2019. FC Management is authorized under its memorandum of association to engage in the business of, amongst others, to provide management services.</p> <p><b>History of last 3 years turnover:</b> (Consolidated)  <b>2023-24:</b> INR 748.036 Crore  <b>2022-23:</b> INR 448.856 Crore  <b>2021-22:</b> INR 346.916 Crore</p> <p><b>Latest Financial Parameters:</b> (Consolidated)  <b>2023-24:</b>  Turnover: INR 748.036 Crore  Net worth: INR 185.080 Crore</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 transaction is a related party transaction and it is at arm's length. The Company doesn't have any identifiable promoter and none of the group companies of the Company have any interest in Globalbees, except to the extent of their shareholding.	Yes, the transaction is a related party transaction and it is at arm's length. FC Management is a Wholly Owned Subsidiary of the Company. The Company doesn't have any identifiable promoter.
3.	Industry to which the entity being acquired belongs;	Consumer Goods	Management Services
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is	Acquisition of further stake in the Globalbees by the Company for the purpose of expansion of business.	Out of the consideration amount to be paid for acquisition of additional shares in FC Management, SAR 9 Million will be invested

Sr. No.	Particulars	Details of event	Details of event
	outside the main line of business of the listed entity);		by FC Management in Firstcry Trading Company, KSA, wholly owned subsidiary of Firstcry Management DWC LLC, for setting up of stores and warehouses in KSA. The balance amount remains, if any, due to exchange rate fluctuations from AED to SAR, will be invested in Firstcry Retail DWC LLC, wholly owned subsidiary of Firstcry Management DWC LLC, for General Corporate Purposes. This is pursuant to the use of proceeds provided in the Prospectus of the Company dated August 8, 2024.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA	NA
6.	Indicative time period for completion of the acquisition;	12 months	1 month
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Cash	Cash
8.	Cost of acquisition and/or the price at which the shares are acquired;	Not exceeding INR 146 Crore.	Not exceeding AED 9 Million (approx Rs. 20.98 Crore*)
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding / additional control to be acquired and / or additional number of shares to be acquired cannot be determined at the current stage as the proposed transaction will be in tranches and subject to various customary covenants.	The Company holds 100% shareholding of FC Management. Post the proposed transactions, the Company will continue to hold 100% shareholding of FC Management.
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of	Provided in Point 1 of this table.	Provided in Point 1 of this table.

Sr. No.	Particulars	Details of event	Details of event
	incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);		

*\* Note: AED to INR exchange rate assumed for reporting the proposed investments in FC Management is taken as ₹23.31 per AED.*

Yours faithfully

For **Brainbees Solutions Limited**

Neha Surana  
Company Secretary and Compliance Officer  
Mem. No. A35205