



CUPID LIMITED

Manufacturer & Exporter of Male Condoms, Female Condoms,
Water Based Lubricants & In Vitro Diagnostics (IVD) Kits

We Help The World Play Safe

Date: 11th July, 2026

BSE Limited, Phiroze Jeejeebhoy Towers, Dalai Street, Mumbai - 400 001 Scrip Code: 530843	The National Stock Exchange of India Ltd, "Exchange Plaza", 5 th Floor, Bandra - Kurla Complex, Bandra (East), Mumbai - 400051 Symbol: CUPID
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Subject: Press Release – Cupid Limited Marks a Milestone with Inclusion in BSE's Group 'A' Companies

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

Dear Sir / Ma'am,

With reference to the captioned subject, enclosed herewith the Press Release on **Cupid Limited Marks a Milestone with Inclusion in BSE's Group 'A' Companies.**

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

This is for your information and records.

Thanking you.

For Cupid Limited

Hardik Chandra
Company Secretary and Compliance Officer
Encl: As above

Factory & Registered Office:

CIN No.: L25193MH1993PLC070846



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Cupid Limited Marks a Milestone with Inclusion in BSE's Group 'A' Companies

Mumbai, 11th July, 2026 – Cupid Limited (Cupid, The Company), Bharat's rapidly growing consumer wellness and personal care company with a strong global healthcare franchise, is pleased to announce that its equity shares have been reclassified from BSE Group 'B' to BSE Group 'A' by the Bombay Stock Exchange (BSE) pursuant to the Exchange's periodic review of listed companies.

The inclusion in BSE Group 'A' marks an important milestone in the Company's journey as a listed enterprise and reflects its continued commitment to high standards of corporate governance, regulatory compliance and disciplined business execution.

Significance of Inclusion in BSE Group 'A'

BSE Group 'A' comprises companies that satisfy the Exchange's prescribed eligibility criteria and represents one of the principal categories of listed securities on the Exchange.

The reclassification is expected to provide several advantages, including:

- Enhanced visibility among a broader universe of domestic and international market participants.
- Improved accessibility for institutional investors that actively participate in highly liquid listed securities.
- Continued trading under the normal rolling settlement mechanism, supporting efficient price discovery and market liquidity.
- Reinforcement of the Company's continued focus on governance, transparency and regulatory compliance.

Strengthening a Diversified Global Business

Cupid Limited has continued to strengthen its business through disciplined execution and strategic diversification.

Some of the Company's key areas of progress include:

- A growing global institutional business with exports to more than 125 countries.
- Expansion of its branded consumer wellness portfolio alongside its established healthcare business.
- Continued investments in manufacturing capabilities and operational excellence.
- Ongoing product development across healthcare and wellness categories.
- A consistent focus on quality, compliance, innovation and sustainable value creation for stakeholders.

Commenting on the Development, Mr. Aditya Kumar Halwasiya, Chairman & Managing Director, Cupid Limited, said "Our inclusion in BSE Group 'A' is an important milestone in Cupid Limited's journey as a listed company. We believe this recognition reflects the Company's continued commitment to strong corporate governance, regulatory compliance, operational discipline and creating a resilient business with a long-term perspective.

Over the years, we have worked towards strengthening Cupid's position as a global healthcare and consumer wellness company while maintaining the highest standards of transparency and accountability. We remain grateful to our shareholders, employees, customers, business partners and all stakeholders for their continued trust and support, which has been instrumental in this achievement."

About Cupid Limited


Established in 1993, CUPID Limited, Bharat's premier manufacturer and brand of male and female condoms, water based personal lubricants, IVD kits, deodorants, perfumes, almond hair oil, body oils, petroleum jelly and other FMCG Products. The company operates with a strong commitment to public health and well-being, maintaining ethical business practices aligned with international standards. In alignment with its strategic growth plans, the company

has recently expanded its product offerings to include Fast-Moving Consumer Goods (FMCG) such as fragrance products (Eau De Parfums, Deodorants, Pocket Perfumes), personal care items (Toilet Sanitizers, Hair & Body Oils, Hair Removal Sprays, Face Wash), and other wellness solutions. In March 2024, the company completed a strategic land acquisition in Palava, Maharashtra, enabling it to amplify its production capacity by 1.5 times the existing output. As a result, the annual production capacity will be augmented by approximately 770 million male condoms and 75 million female condoms. The company has a prominent presence in international markets and is the first company in the world to attain WHO / UNFPA pre-qualification for both male and female condoms. CUPID currently exports its products to over 125 countries, with a substantial portion of its revenue generated from international markets. Furthermore, CUPID has established long-term agreements with WHO / UNFPA & PFSCM. The company is listed on BSE (BSE: 530843) and NSE (NSE: CUPID).

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor

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