

FC/SE/2026-27/48

October 7, 2026

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: Execution of Memorandum of Understanding by GlobalBees Brands Private Limited (“GlobalBees”), a Subsidiary of Brainbees Solutions Limited (“the Company”) for sale of its entire stake in Mush Textile Private Limited (“Mush”), a Subsidiary of Globalbees

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 GlobalBees, a Subsidiary of the Company, has today, i.e. October 07, 2026, entered into a Memorandum of Understanding for the sale of its entire 51.54% shareholding in its Subsidiary viz. Mush, and a Step-down Subsidiary of the Company.

Upon completion of the aforesaid transaction, Mush will cease to be a Subsidiary of GlobalBees and, accordingly, will also cease to be a Step-down Subsidiary of the Company.

The details as required under SEBI Master Circular dated January 30, 2026, bearing reference No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 are provided in Annexure - A.

This disclosure will also be hosted on the Company’s website i.e. www.firstcry.com/investor-relations.

We request you to take the same on record.

For Brainbees Solutions Limited

Mandar Chintaman Joshi
Digitally signed by
Mandar Chintaman
Joshi
Date: 2026.10.07
19:13:14 +05'30'

Mandar Joshi

Company Secretary & Compliance Officer

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

Annexure - A

Sr. No.	Particulars	Details of event
1.	The amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division or undertaking or subsidiary or associate company of the listed entity during the last financial year;	The amount and percentage of the turnover/revenue/income contributed by such step-down subsidiary of the Company during the financial year 2025-26: Amount: Rs. 11.34 Crore Percentage Contribution: 0.13% The amount and percentage of the net worth contributed by such step-down subsidiary of the Company during the financial year 2025-26: Amount: Rs. 2.09 Crore Percentage Contribution: 0.04% Note: This transaction is consummated for the brands "Mush" and "BePlush". "Mush" and "BePlush" are sold through multiple subsidiaries of GlobalBees and revenue for the same is recognised in such subsidiaries of GlobalBees. "Mush" and "BePlush", through all such subsidiaries combined generated turnover of approximately Rs. 16.12 Crore in the financial year 2025 -26.
2.	Date on which the agreement for sale has been entered into;	GlobalBees has entered into a Memorandum of Understanding on October 07, 2026.
3.	The expected date of completion of sale/disposal;	On or before October 15, 2026 The shares shall be transferred by GlobalBees upon receipt of the entire sale consideration.
4.	Consideration received from such sale/disposal;	The aggregate consideration of Rs. 5,68,93,940/- has been agreed towards the above said transaction for sale of stake in Mush by GlobalBees. The sale consideration receivable by GlobalBees from the transaction is in excess of the cost of acquisition of the GlobalBees' investment in Mush. Accordingly, GlobalBees shall recognise the resultant capital gain and discharge the applicable capital gain tax thereon.
5.	Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof;	Mr. Nihar Gosalia, existing shareholder of Mush and Mr. Vaishvik Brahmhatt (" Proposed Buyers ") have agreed to acquire 13.45% and 38.09% shareholding, respectively.

Sr. No.	Particulars	Details of event
		The Company does not have identifiable promoter or promoter group. Further, Mr. Nihar Gosalia is not related to any of the group companies, except his shareholding and directorship in Mush and Mr. Vaishvik Brahmhatt is not related to any of the group companies.
6.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	Yes, the same shall be done at arm's length basis.
7.	Whether the sale, lease or disposal of the undertaking is outside Scheme of Arrangement? If yes, details of the same including compliance with regulation 37A of LODR Regulations.	The above said transaction is being undertaken outside the scheme of arrangement. Further, the provisions of Regulation 37A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 are not applicable in the present transaction since Mush is not an undertaking as per the provisions contained in the said regulation.
8.	Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale.	Not Applicable