FC/SE/2026-27/53

November 3, 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: Intimation of acquisition made by Globalbees Brands Private Limited, a material 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 Shareholders Agreement dated October 22, 2021, Globalbees Brands Private Limited ("**Globalbees**"), a material subsidiary of the Company, has today acquired additional stake in Better & Brighter Homecare Private Limited, 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 given as under: -

Sr. No.	Particulars	Details of Event
1.	Name of the target entity, details in brief such as size, turnover etc.;	Better & Brighter Homecare Private Limited ("**Better & Brighter**"), incorporated in India on June 11, 2009, deals in moisture absorbers under brand name "Absorbia". **History of last 3 years' turnover:** **2025-26:** INR 8.83 Crores **2024-25:** INR 14.38 Crores **2023-24:** INR 10.04 Crores **Latest Financial Parameters:** **FY 2025-26:** **Turnover:** INR 8.83 Crores **Net worth:** INR 9.66 Crores **Note:** This transaction is being consummated for "Absorbia" brand, which is sold through multiple subsidiaries of Globalbees, and revenue for the same is recognized in such subsidiaries of Globalbees. Brand "Absorbia", through all such

		subsidiaries combined, generated turnover of more than INR 20.73 Crores in the financial year 2025-26.
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 will be at arm's length and the group companies and the Directors & KMP have no interest in Better & Brighter except to the extent of their shareholding and common directorship.
3.	Industry to which the entity being acquired belongs;	Consumer Goods and Household 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);	Globalbees has acquired 42% additional shareholding from other existing shareholders of Better & Brighter, the existing subsidiary of Globalbees. Pursuant to the said transaction, the shareholding of Globalbees has been increased from 58% to 100% in Better & Brighter (including shares held by a nominee of Globalbees).
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
6.	Indicative time period for completion of the acquisition;	November 03, 2026
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;	INR 16.26 Crore
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding acquired is 42.00%.
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

Mandar Chintaman Joshi

Digitally signed by Mandar Chintaman Joshi
Date: 2026.11.03 18:21:45 +05'30'

Mandar Joshi
Company Secretary & Compliance Officer