



CUPID LIMITED

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

We Help The World Play Safe

Date: 23rd December, 2025

To,

Department of Corporate Services,
BSE LIMITED,

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

SCRIP CODE: 530843

The National Stock Exchange of India Ltd.

Exchange Plaza, 5th Floor, Bandra-Kurla

Complex, Bandra (East),

Mumbai - 400051

Fax No. – 6641 8125 / 26

SCRIP CODE: CUPID

**Subject: - Press Release – Promoter and Promoter Group Significantly Reduce Pledge
/ Encumbrance of Shares**

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on significant reduction in pledge / encumbrance of shares by Promoter and Promoter Group of Cupid Limited.

The above is for your information and dissemination to the stakeholders.

Thanking you.

For Cupid Limited

Saurabh V. Karmase

Company Secretary and Compliance Officer

Factory & Registered Office:

CIN No.: L25193MH1993PLC070846



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Promoter and Promoter Group of Cupid Limited Significantly Reduce Pledge / Encumbrance of Shares

Mumbai, 23rd December, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID), – Cupid Limited (“Cupid”), a global provider of wellness and public-health products, announced a significant reduction in the pledge / encumbrance of equity shares by its Promoter and Promoter Group. The pledged shareholding has been reduced from 36.13% as on 30th September, 2025 to 20% as on date.

This meaningful reduction highlights the Company’s improving financial strength and the Promoters’ strong confidence in its long-term growth trajectory. The lower level of pledged shares is expected to further enhance investor confidence and reflects the Company’s disciplined financial management.

Commenting on the development, Mr. Aditya Kumar Halwasiya, Chairman and Managing Director, Cupid Limited, said, *“The reduction in promoter share pledge is a reflection of our strengthening balance sheet and sustained business momentum. It reinforces our commitment to maintaining financial prudence, transparency, and long-term value creation for our shareholders.”*

Cupid Limited continues to focus on sustainable growth, operational excellence, and delivering consistent value to all stakeholders.

About Cupid Limited

Established in 1993, CUPID Limited, India'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 Perfumes, 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 110 countries, with a substantial portion of its revenue generated from international markets.

Furthermore, CUPID has established a long-term agreement with WHO / UNFPA. 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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