



CUPID LIMITED

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

We Help The World Play Safe

Date: 29th 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 – Setting Up of FMCG Manufacturing Facility in Saudi Arabia

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited
Receives In-Principle Board Approval to Set Up FMCG Manufacturing Facility in Saudi Arabia.

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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Cupid Limited Receives In-Principle Board Approval to Set Up FMCG Manufacturing Facility in Saudi Arabia

Mumbai, 29th December, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID), Cupid Limited has received In-Principle approval from its Board of Directors to set up a new FMCG manufacturing facility in the Kingdom of Saudi Arabia (KSA). This will be the company's first manufacturing plant outside India, marking an important milestone in its international expansion journey.

The proposed facility is aimed at supporting Cupid Limited's FMCG growth strategy and strengthening its presence in overseas markets, beginning with the Gulf Cooperation Council (GCC) region. The plant is expected to enhance regional supply capabilities, improve speed to market, and ensure better product availability across KSA and other GCC countries.

The project is proposed to be funded through the company's internal accruals and will be taken forward after completing detailed evaluations and obtaining necessary regulatory and statutory approvals.

By establishing a manufacturing base closer to key international markets, Cupid Limited aims to deepen its FMCG footprint globally and improve service efficiency across the region.

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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