

FC/SE/2025-26/67

December 2, 2025

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 and Share Purchase Agreement dated January 19, 2022 and Memorandum of Understanding dated December 02, 2025, Globalbees Brands Private Limited (“**Globalbees**”), a material subsidiary of the Company, has today acquired further stake in HS Fitness Private Limited, step down subsidiary of the Company.

The details as required under SEBI Master Circular dated November 11, 2024, bearing reference no. SEBI/HO/CFD/PoD2/CIR/P/0155, are given as under: -

Sr. No.	Particulars	Details of event
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>HS Fitness Private Limited, incorporated in India, on September 04, 2013, is engaged in the business of dealing in fitness equipment under the “REACH” brand and providing various types of services including, installation, repair, manpower and maintenance services.</p> <p>History of last 3 years’ turnover: 2024-25: INR 7.59 Crore 2023-24: INR 29.65 Crore 2022-23: INR 58.75 Crore</p> <p>Latest Financial Parameters: 2024-25: Turnover: INR 7.59 Crore Net worth: INR -18.54 Crore</p>

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

Sr. No.	Particulars	Details of event
		Note: This transaction is being consummated for 'Reach' brand, which is sold through multiple subsidiaries of Globalbees, and revenue for the same is recognized in such subsidiaries of Globalbees. Brand 'Reach', through all such subsidiaries combined, generated turnover of more than INR 17.5 Crores in the financial year 2024-25.
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 is at arm's length and the group companies have no interest in HS Fitness Private Limited except to the extent of their shareholding and common directorship.
3.	Industry to which the entity being acquired belongs;	Deal in fitness equipment under the "REACH" brand and providing various types of services including, installation, repair, manpower and maintenance services
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);	<p>Acquisition of further stake in HS Fitness Private Limited, from its other existing shareholders, by Globalbees pursuant to the Shareholders Agreement and Share Purchase Agreement dated January 19, 2022 and Memorandum of Understanding dated December 02, 2025.</p> <p>Globalbees acquired 6.49% additional shareholding from other existing shareholders of HS Fitness Private Limited. Pursuant to the said acquisition, the shareholding of Globalbees has been increased from 80% to 86.49% in HS Fitness Private Limited.</p>
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA

Sr. No.	Particulars	Details of event
6.	Indicative time period for completion of the acquisition;	December 02, 2025
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 2.40 Crores
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding acquired is 6.49%.
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

Neha Surana
Company Secretary & Compliance Officer
ICSI Membership No.: A35205