



FC/SE/2025-26/94

March 13, 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

Dear Sir/Madam,

Sub: Press Release

Please find enclosed herewith a Press Release titled “FirstCry Scales ‘Qwik’ Offering Across Bengaluru, Pune and Hyderabad”.

We request you to kindly take the aforesaid information on record.

Thanking you,

For **Brainbees Solutions Limited**

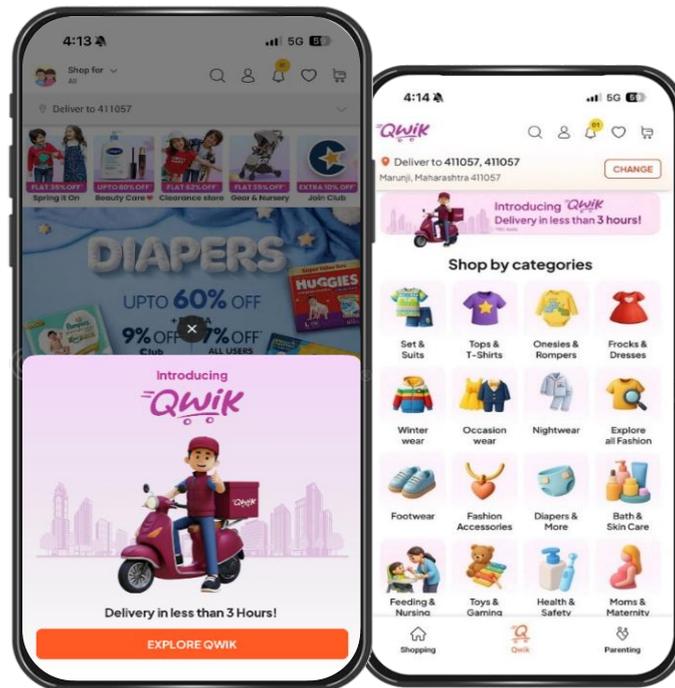
Mandar Joshi
Company Secretary & Compliance Officer

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

FirstCry Scales 'Qwik' Offering Across Bengaluru, Pune and Hyderabad



Pune, India | March 13, 2026: FirstCry (NSE: FIRSTCRY, BSE: 544226), India's largest multi-channel, multi-brand retailing platform for Mothers', Babies', and Kids' products, today announced the expansion of its 'Qwik' delivery service across select pincodes in Bengaluru, Pune, and Hyderabad. Parents in these cities can now access a wide range of baby and kids' products—including apparel, footwear, fashion accessories, consumables, baby gear, and toys—delivered in less than 3 hours.

FirstCry is leveraging its existing modern store network and RocketBees, a tech-enabled asset-light logistics initiative, to enable the quicker fulfilment of orders. With an existing network of 1,200+ modern stores across India, the FirstCry 'Qwik' model is inherently scalable, enabling the company to expand seamlessly while leveraging its network of 84 warehouses and stockists and its curated home brands (including *BabyHug, Babyoye, Cutewalk, and PineKids among others*), which contribute more than 55% of the India multi-channel GMV.

The model, which was launched in December 2025, has already seen strong traction; the company is expected to deliver **around 60,000 orders via the Qwik network in March 2026 alone**. With a robust presence in key residential hubs – including Whitefield and HSR Layout (Bengaluru); Baner, Kharadi and Hinjewadi (Pune); and Manikonda and Banjara Hills (Hyderabad) – the Qwik service has seen immediate success among parents. Following this rollout, FirstCry plans to expand Qwik service to other pincodes in these three cities and to Delhi NCR, Ahmedabad and Chennai in the next phase.

"Our goal is to meet all parents' requirements – whether planned or immediate – across both physical and online channels," said Vivek Goel, Chief Business Officer of FirstCry. "By leveraging our existing store footprint, we are not only enhancing the customer experience but also driving significant inventory efficiency. The response to Qwik has been phenomenal and we will continue to scale this network across India. Our endeavor is to reduce the delivery timelines from 3 hours to 2 hours as we scale these operations, which will further improve the customer experience."