FC/SE/2026-27/33

August 13, 2026

National Stock Exchange of India Limited	**BSE Limited**
Exchange Plaza, C – 1, Block G,	Phiroze Jeejeebhoy Towers,
Bandra-Kurla Complex, Bandra (E),	Dalal Street,
Mumbai-400051	Mumbai-400001
Symbol: FIRSTCRY	**Scrip Code: 544226**

Sub: Investor Presentation of Brainbees Solutions Limited (the "Company")

Ref: Information under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations") and our earlier intimation through letter dated August 10, 2026, bearing reference no. FC/SE/2026-27/31

Dear Sir/Ma'am,

In accordance with Regulation 30 read with Schedule III of the Listing Regulations, please find enclosed a copy of 'Investor Presentation' in connection with the Un-audited Financial Results (Standalone and Consolidated) of the Company for the quarter ended June 30, 2026.

The aforesaid Investor Presentation is being uploaded on the Company's website at https://www.firstcry.com/investor-relations/

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

Thanking you,

For Brainbees Solutions Limited

Mandar Chintaman Joshi
Digitally signed by Mandar Chintaman Joshi Date: 2026.08.13 17:20:27 +05'30'

Mandar Joshi
Company Secretary & Compliance Officer

Encl.: a/a

Earnings Presentation
Quarter ended June 30, 2026

AUGUST 13, 2026

Disclaimer

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A baby's first cry is a special moment for parents

At FirstCry, we aim to make this and all such moments of the parenting journey filled with joy and happiness

Table of Contents

Q1'FY27 Performance Highlights

Key highlights for Q1 FY27

Consolidated Business

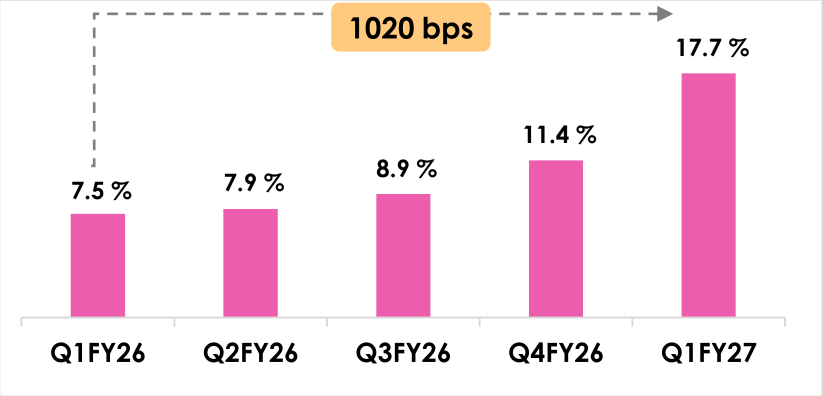
13% YoY increase - Revenue for Q1'FY27
strongest revenue growth in last five quarters

34% YoY improvement
In Q1'FY27 losses after tax

Segmental Updates

- **India Multichannel:**
  - **Witnessed sequential improvement in YoY growth rate for revenue with the strongest revenue growth in last seven quarters.**
  - With our initiatives in **offline channel**, the GMV of offline continues to grow in **mid teens in Q1 FY27.**
  - With **our current initiatives in our online and offline business**, we believe that **structurally the growth rate will remain elevated in subsequent quarters.**
  - Continues to be **PAT positive in Q1'FY27.**

India Multichannel YoY Quarterly Revenue Growth%



- **International business:**
  - The revenue of international business has grown by **12% YoY in Q1FY27**.
  - We **continue to focus on sustainable growth while reducing Adjusted EBITDA[1] losses by 22.3% YoY in Q1'FY27.**

- **Globalbees:**
  - Delivered YOY **Adjusted EBITDA[1] growth of 308% in Q1'FY27**

Notes:
1. Adjusted for share-based compensation expenses.
2. Free Cash Flow means Net cash generated in operating activities less acquisition of property, plant and equipment, intangible assets and leasehold land

Q1'FY27 Snapshot for Consolidated Business

11.8 Mn Annual Unique Transacting Customers[1,2] + 10% vs Q1'FY26	**INR 28,072 Mn** GMV [1,3] + 12% vs Q1'FY26	**INR 21,062 Mn** Revenue from Operations[4] + 13% vs Q1'FY26
INR 893 Mn Consolidated Adjusted EBITDA[5] 4.24% vs 4.98% in Q1'FY26	**INR 7,694 Mn** Consolidated Gross Margin 36.5% vs 38.5% in Q1'FY26	**INR 508 Mn** Cash Profit After Tax[6] 2.4% vs 2.8% in Q1'FY26

Notes:
1. Numbers represent consolidated metrics of India multi-channel and International business
2. Annual unique transacting customers represents the unique transacting customers for trailing twelve months i.e. from July 1, 2025 to June 30, 2026
3. Monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age and franchisees, net of order cancellations and prior to product returns;
4. Numbers represent consolidated metrics of India multi-channel and International retail, Globalbees, Others and inter-company adjustments
5. Adjusted for share-based expenses.
6. Adjusted for non-cash expenses and exceptional items. Refer page 40 for details

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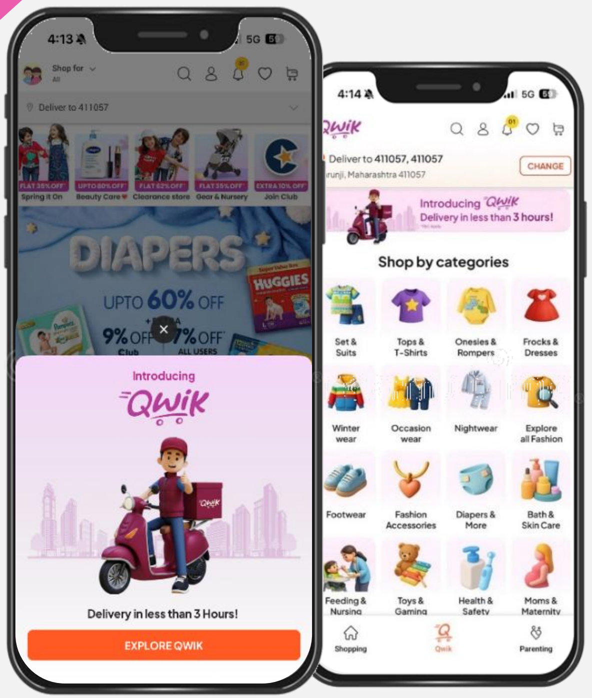
India Multichannel Business

India Multi-Channel Business
Key Business Updates & Initiatives

RocketBees
Faster delivery initiative

Expanded from 62 cities to 72 cities

Witnessing ~20% improvement in TAT, resulting in better growth & customer experience



Qwik expansion in select pin-codes expanded from 5 cities to12 cities**

Addressing footfalls in the offline channel*

Rolled out a realigned product portfolio to cater to a broader audience

Driving further increase in footfalls & conversion

*YoY GMV growth in Q1 FY27 for the offline business is 15%
**We delivered ~125,000 shipments through FirstCry Qwik in Jun'26
With above initiatives, we believe that structurally the growth rate will remain elevated in subsequent quarters.

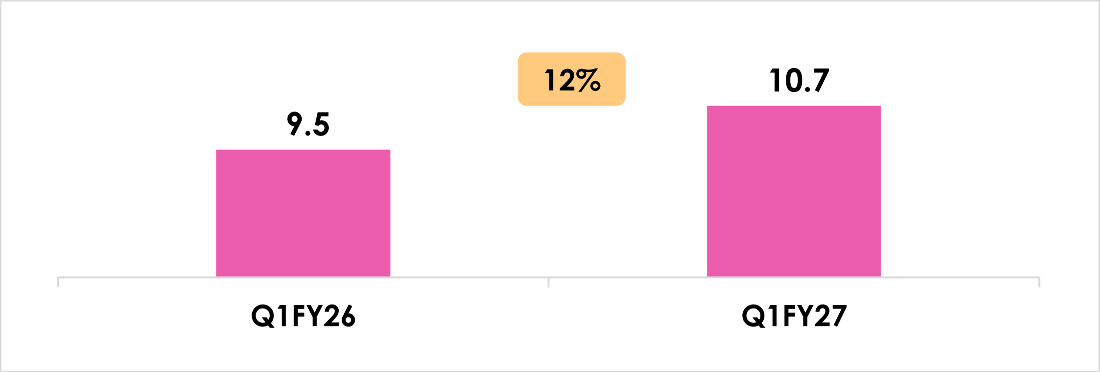
India Multi-Channel Business

Growing Customer Base With Increasing Orders and GMV

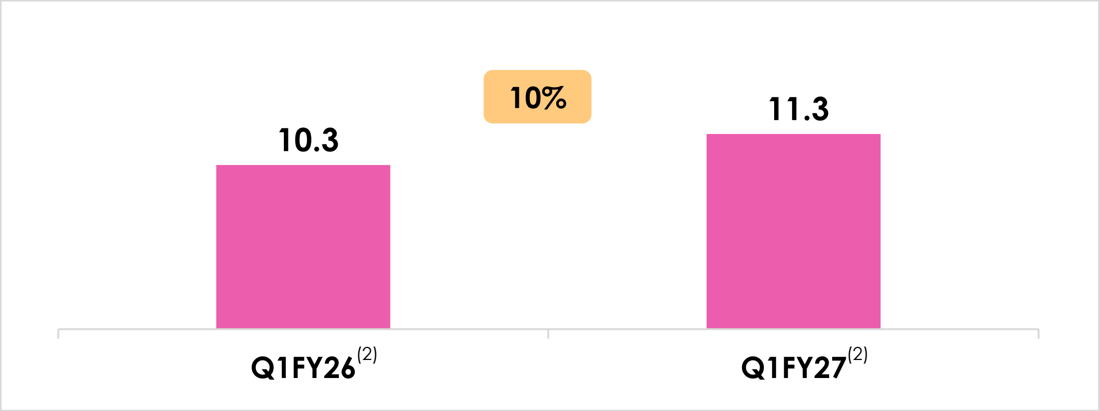
Key updates

- Continued **sequential improvement YoY in revenue growth with the strongest growth in last seven quarters**
- **Diapering category continue to witness heightened competitive intensity** during the quarter however the same has started to soften in the current quarter
- **Our non-diapering portfolio, contributing ~85% of the GMV remains robust and continues to perform well**

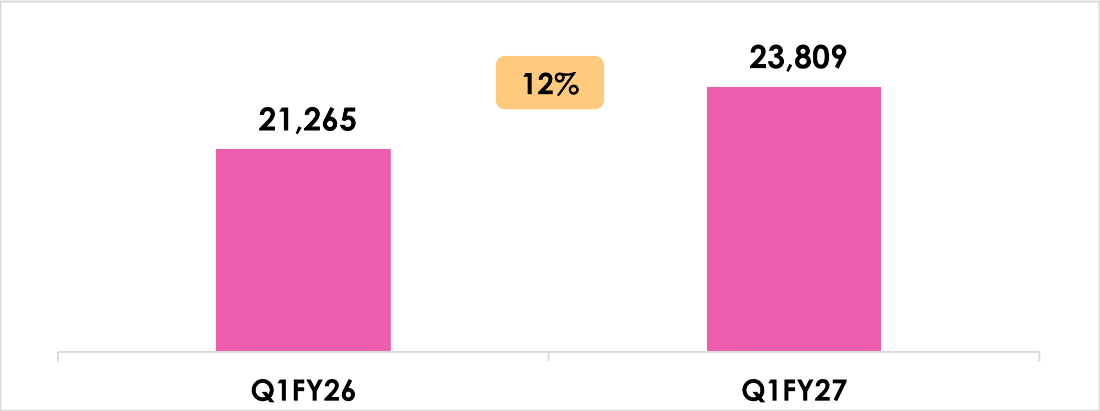
Orders (Mn)



Annual Unique Transacting Customers[1] (Mn)



GMV[3] (INR Mn)

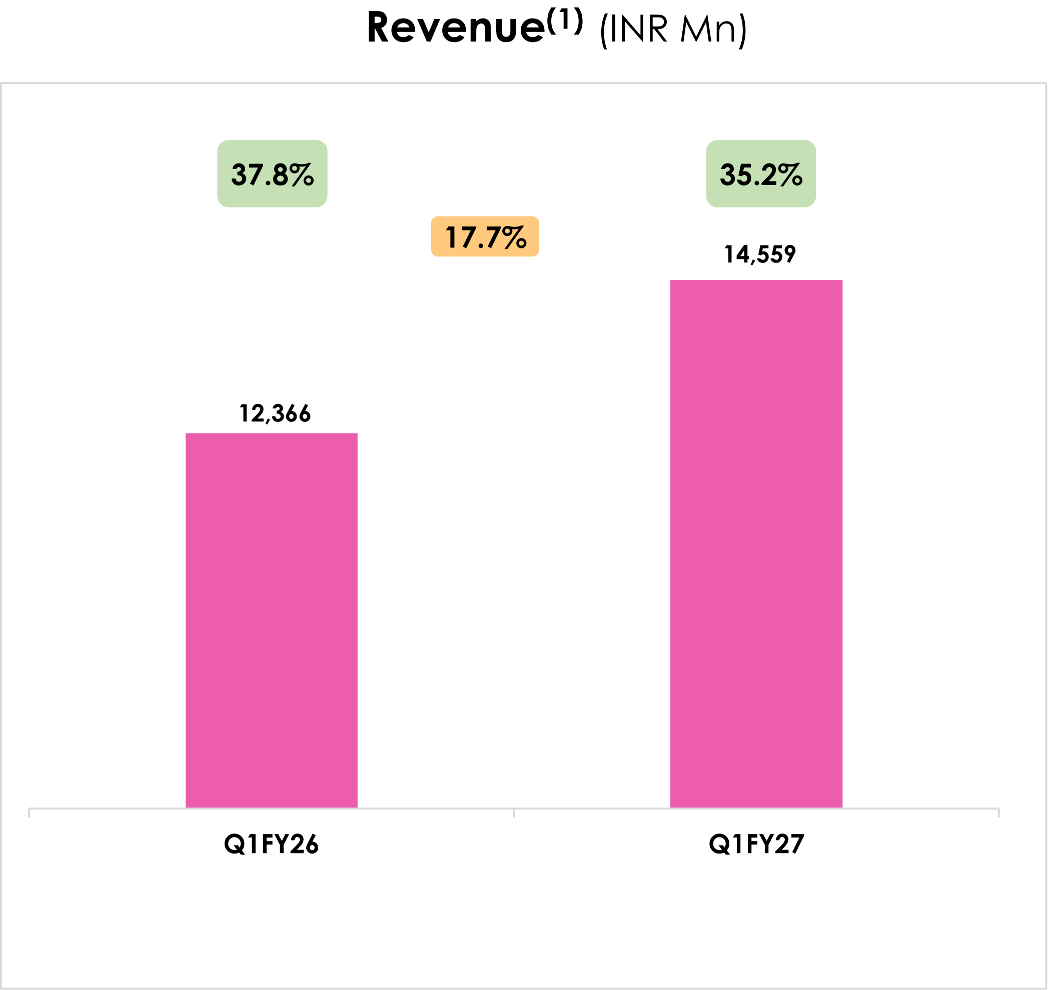


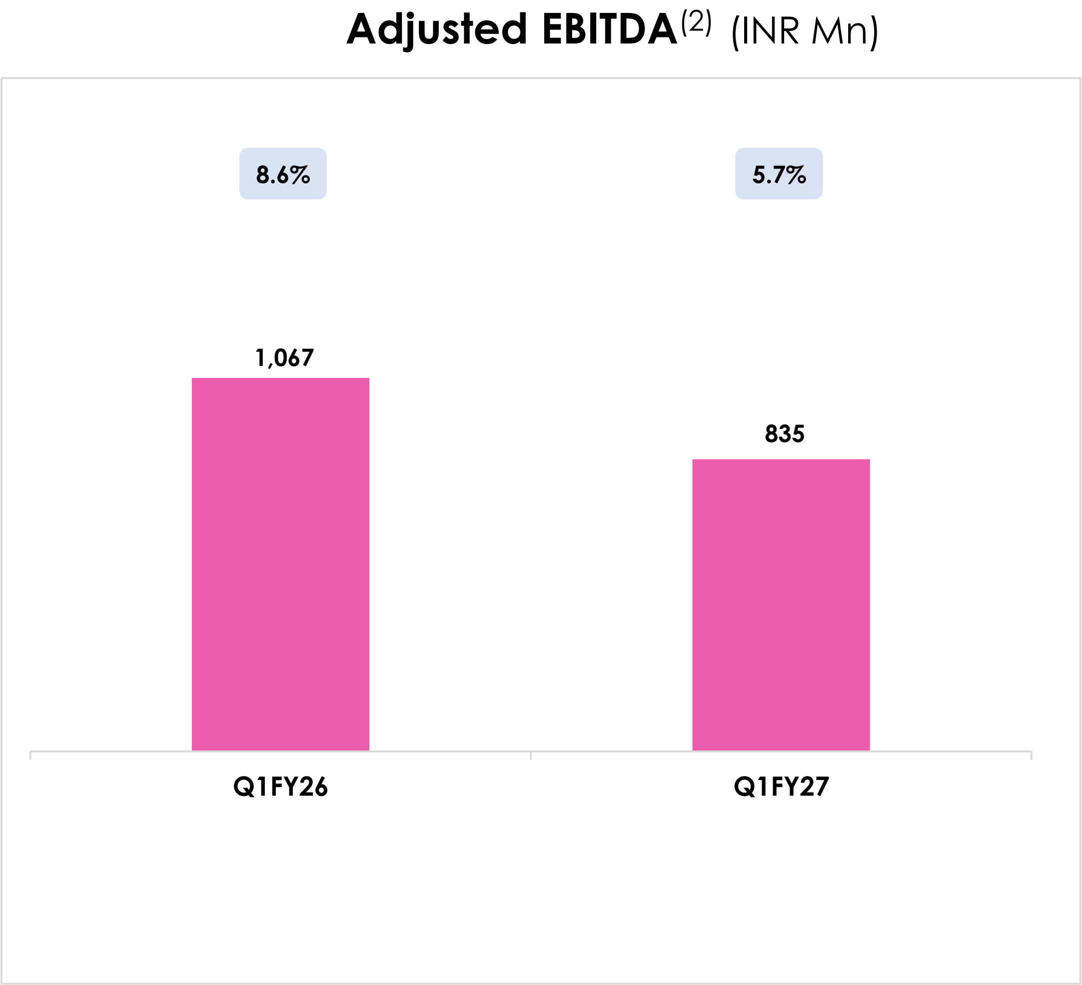
% YoY Growth

Notes:

1. Numbers represented for India. India represents FirstCry Platform operated by the Company across the FirstCry website (www. firstcry.com), mobile application and FirstCry and BabyHug Modern stores, including those operated by Digital Age and franchisees.
2. Annual unique transacting customers reporting for three months ended June 30, 2025 represents the unique transacting customers for trailing twelve months i.e. from July 1, 2024 to June 30, 2025 and for three months ended June 30, 2026 represents the unique transacting customers for trailing twelve months i.e., from July 1, 2025 to June 30, 2026
3. Monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry website (www.firstcry.com), mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age and franchisees, net of order cancellations gross of franchisee commission, net of shipping and cash on delivery charges and prior to product returns

India Multi-Channel Business
India Multi Channel Maintains Strong Growth Trajectory





% Adjusted EBITDA %
% YoY Growth

Notes:
1. Numbers represent consolidated metrics of India Multi-channel business
2. Adjusted for share-based compensation expenses

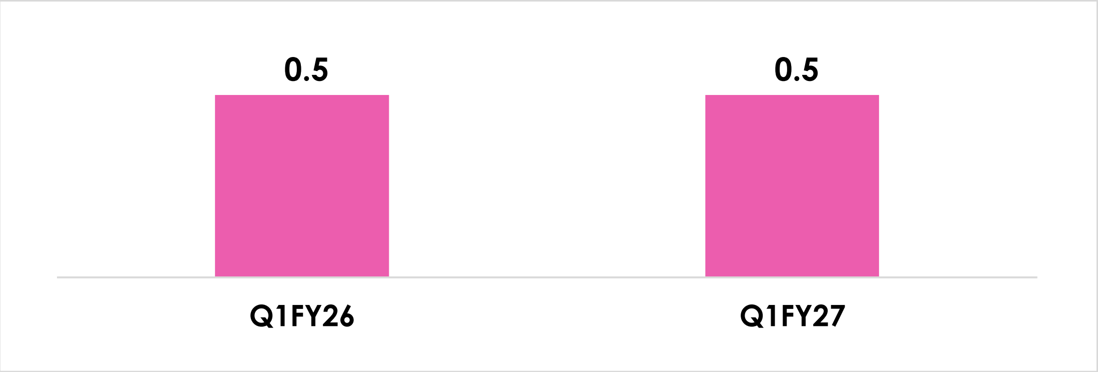
International Business

International Business
Focused Growth, Higher Returns

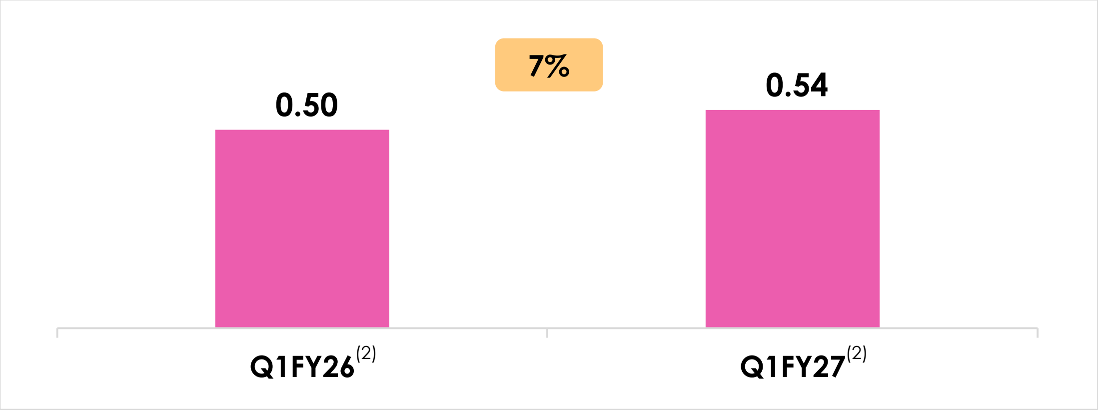
Key Updates

- ✓ **Continued focus on sustainable growth**, with Q1 FY27 revenue growing 12% YoY while **Adjusted EBITDA losses reduced** by 22% YoY.
- ✓ Despite geopolitical disruptions, our Middle East business sustained healthy growth with higher potential in a stable environment.

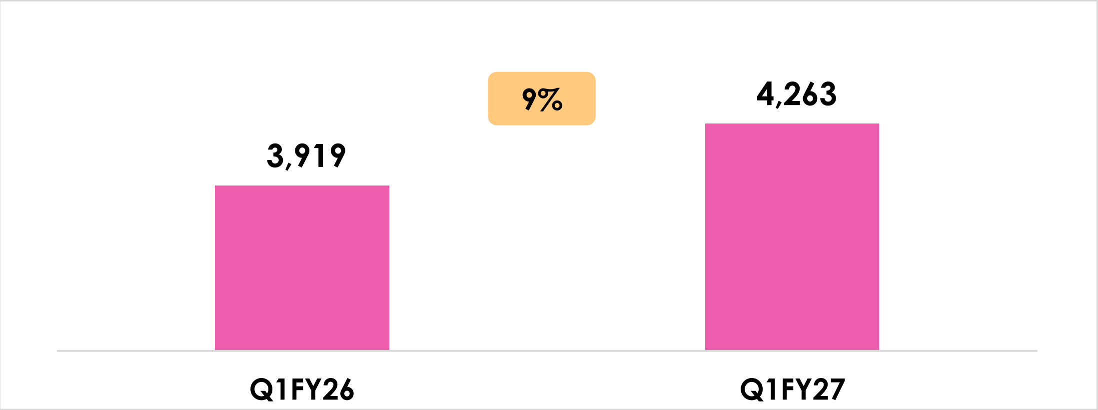
Orders (Mn)



Annual Unique Transacting Customers[1] (Mn)



GMV[3] (INR Mn)

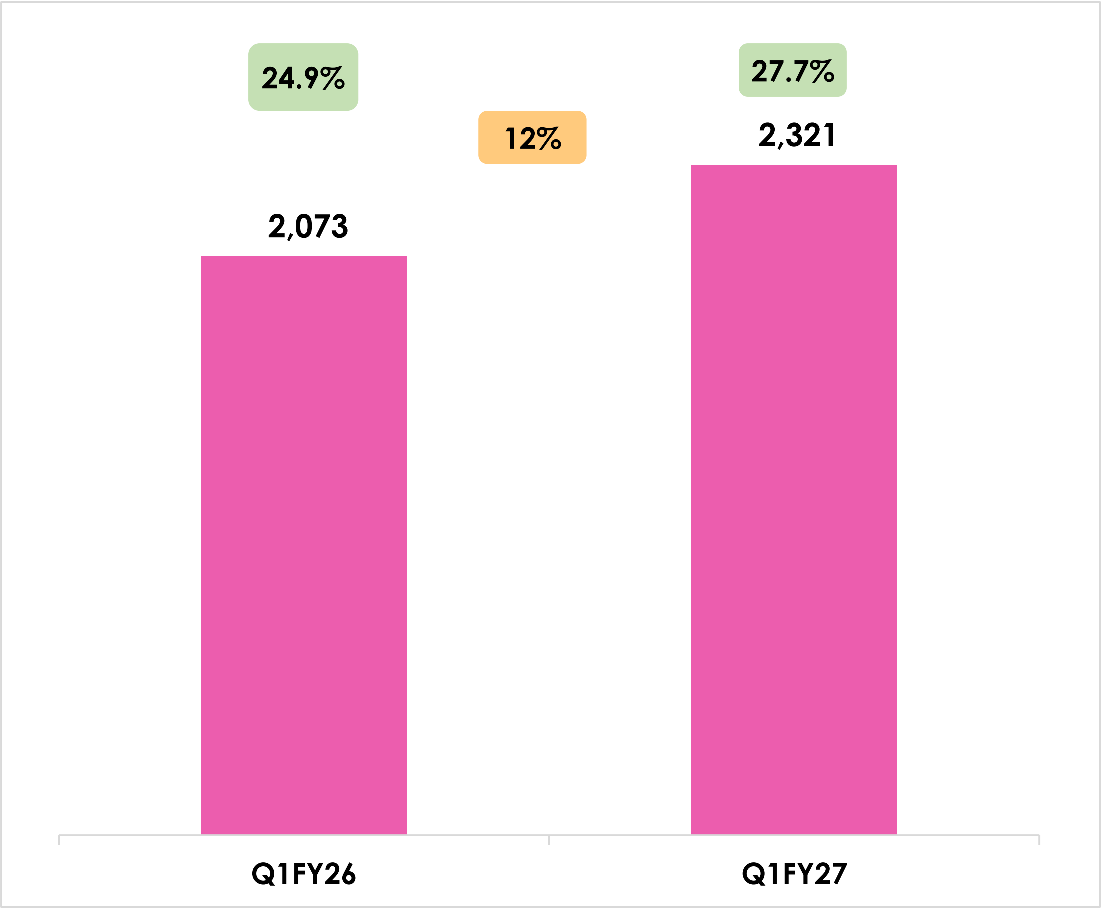


% YoY Growth

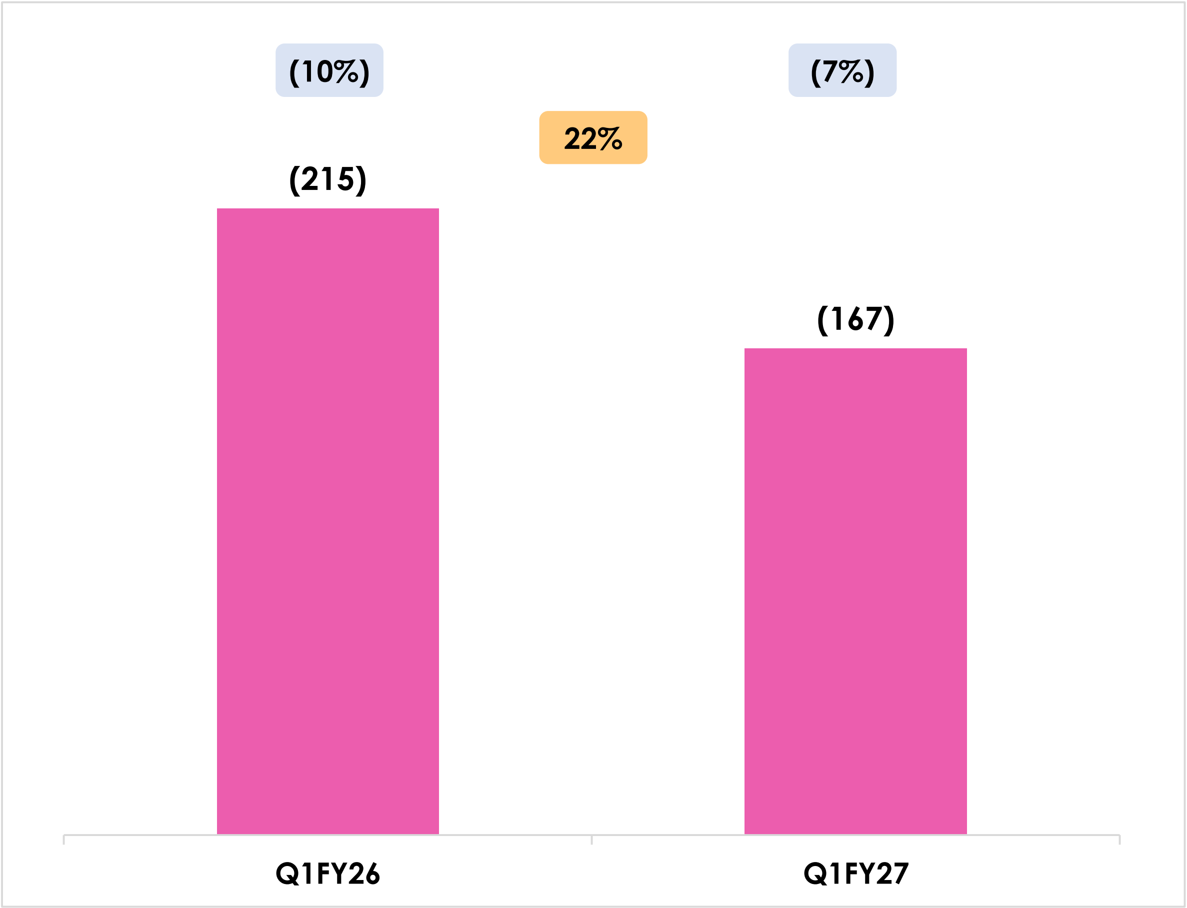
Notes:
1. Numbers represent consolidated metrics of International business comprising UAE and KSA
2. Annual unique transacting customers reporting for three months ended June 30, 2025 represents the unique transacting customers for trailing twelve months i.e. from July 1, 2024 to June 30, 2025 and for three months ended June 30, 2026 represents the unique transacting customers for trailing twelve months i.e., from July 1, 2025 to June 30, 2026
3. Monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry websites (www.Firstcry.ae and www.Firstcry.sa) and mobile application and prior to product returns

International Business
Sustainable Growth, Expanding Margins

Revenue[1] (INR Mn)

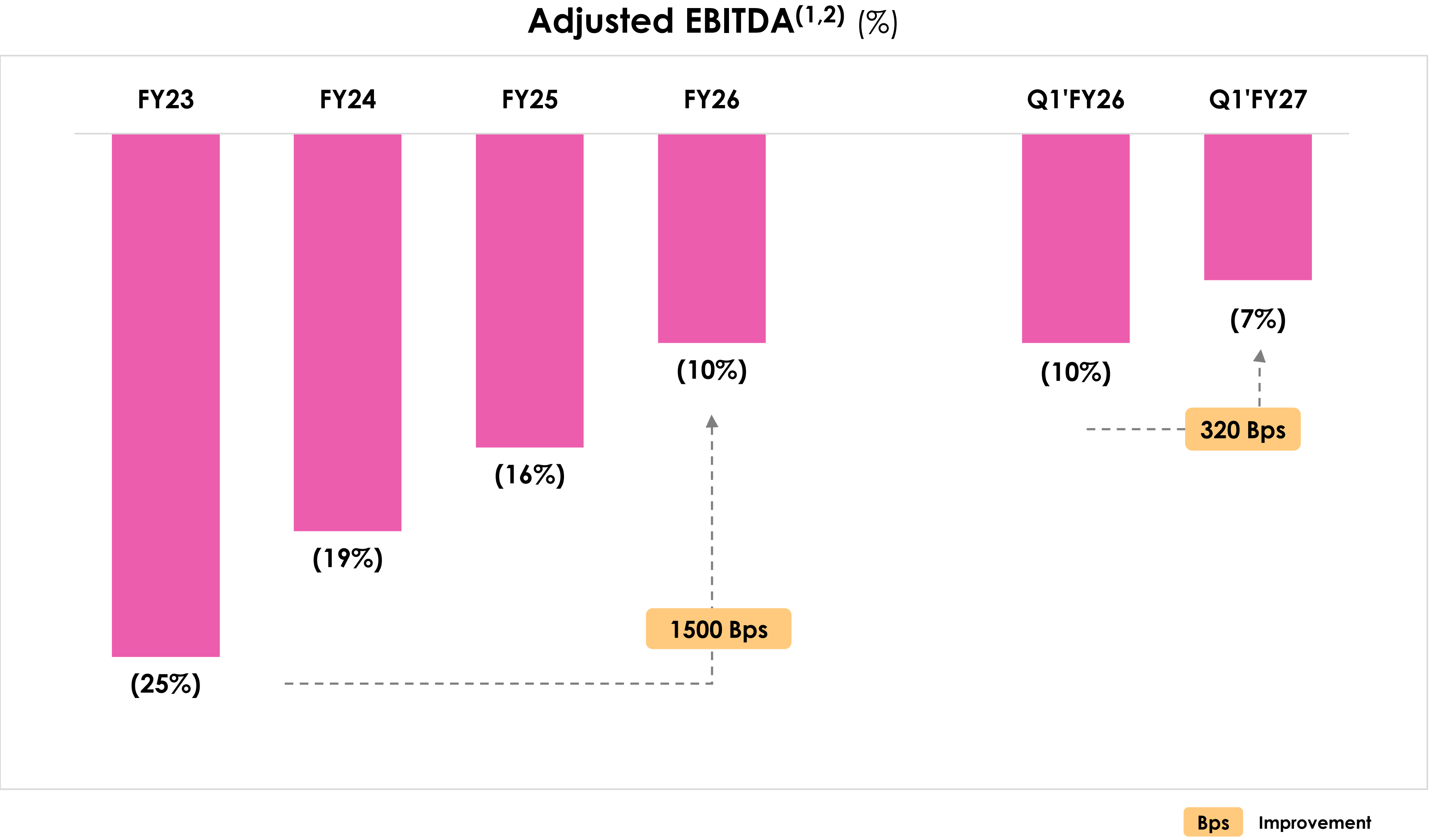


Adjusted EBITDA[2] (INR Mn)



Notes:
1. Numbers represent consolidated metrics of International business comprising UAE and KSA
2. Adjusted for share-based compensation expenses

International Business
Witnessing continuous reduction in losses



Notes:
1. Numbers represent consolidated metrics of International business comprising UAE and KSA
2. Adjusted for share-based compensation expenses

firstcry .com

Globalbees

Globalbees

Core categories driving consistent and profitable growth

Core Categories[1]

Performance for Q1FY27

INR 4,229 Mn
Revenue

2%
YoY Growth

INR 182 Mn
Adjusted EBITDA[2]
(post corporate expenses)

4.3%
Adjusted EBITDA[2] %
(post corporate expenses)

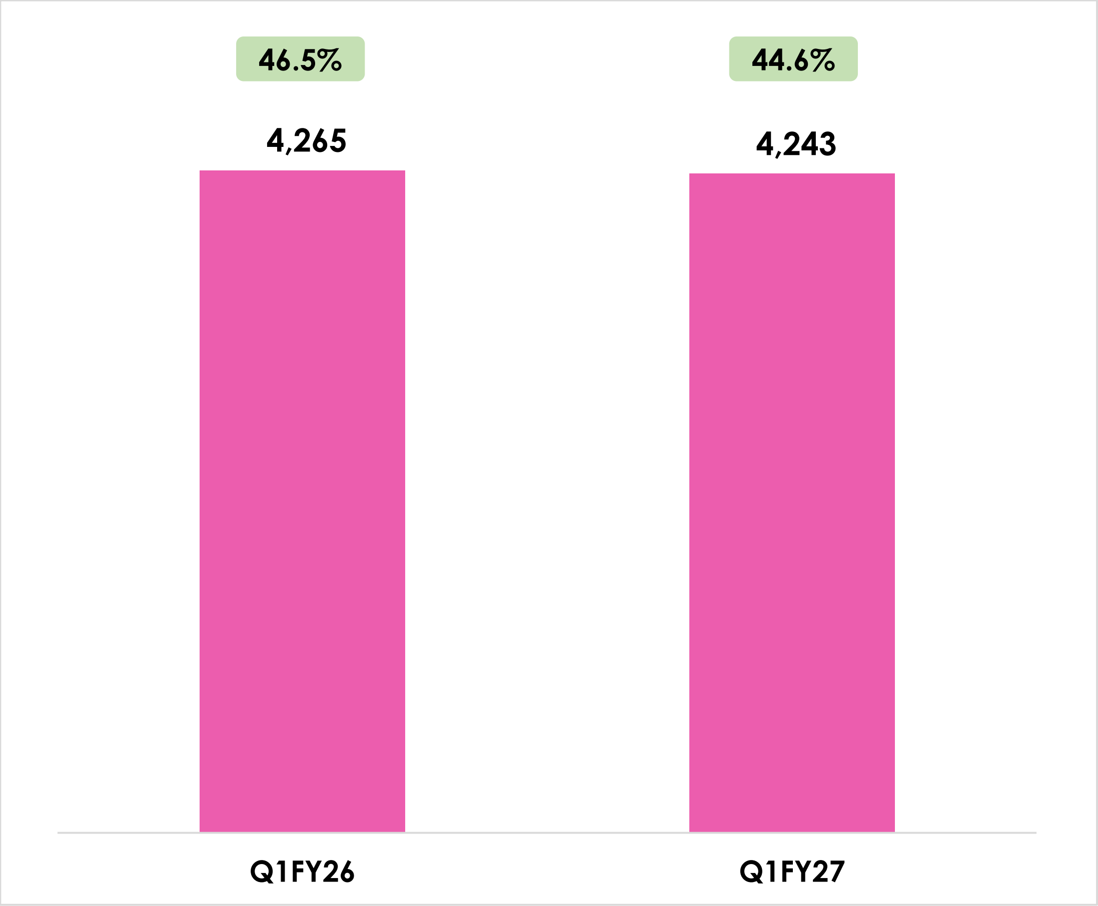
Rationalization of Other Brands

- ✓ Completed the rationalization of these other brands in current quarter.

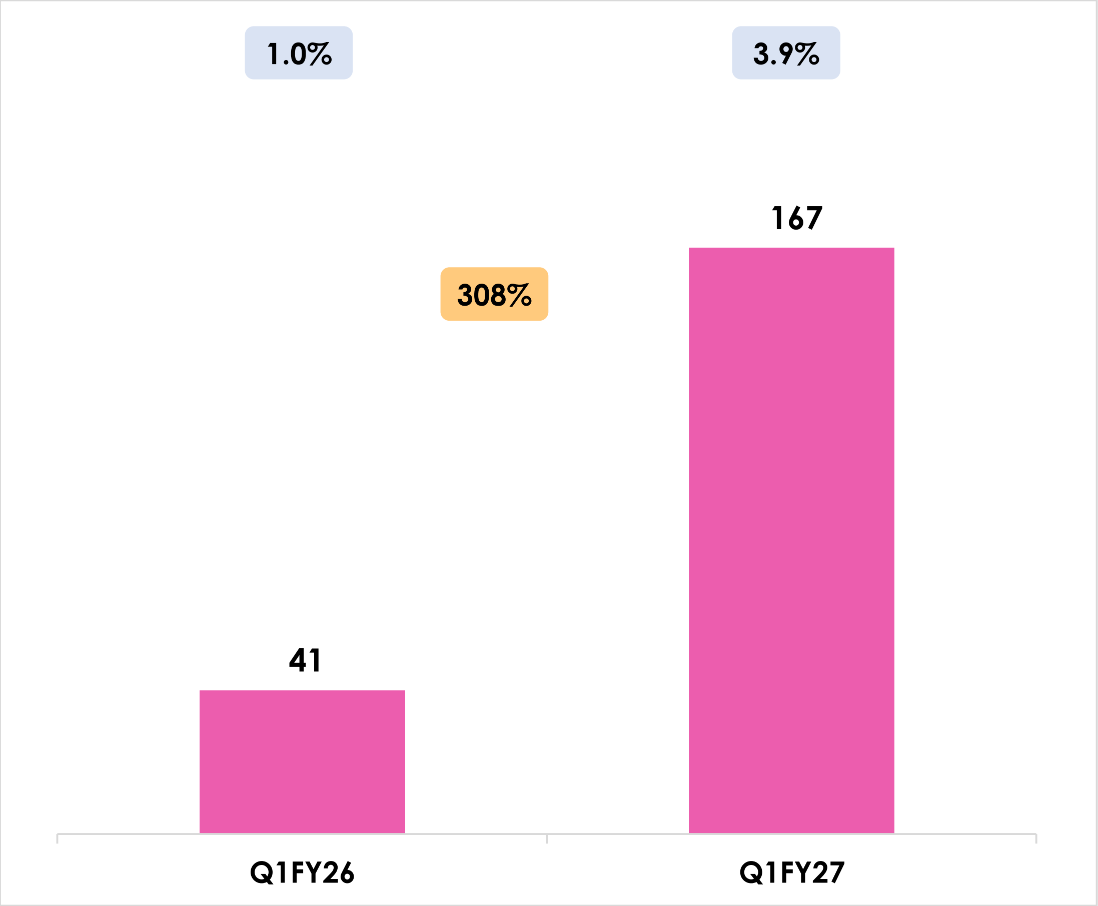
Notes:
1. Core Categories include Home improvement & Utilizes, Home Appliances, Health & Personal Care, Active, Lifestyle & Accessories
2. Adjusted for share-based compensation expenses

Globalbees
Focused on Expanding Margins

Revenue[1] (INR Mn)



Adjusted EBITDA[2] (INR Mn)

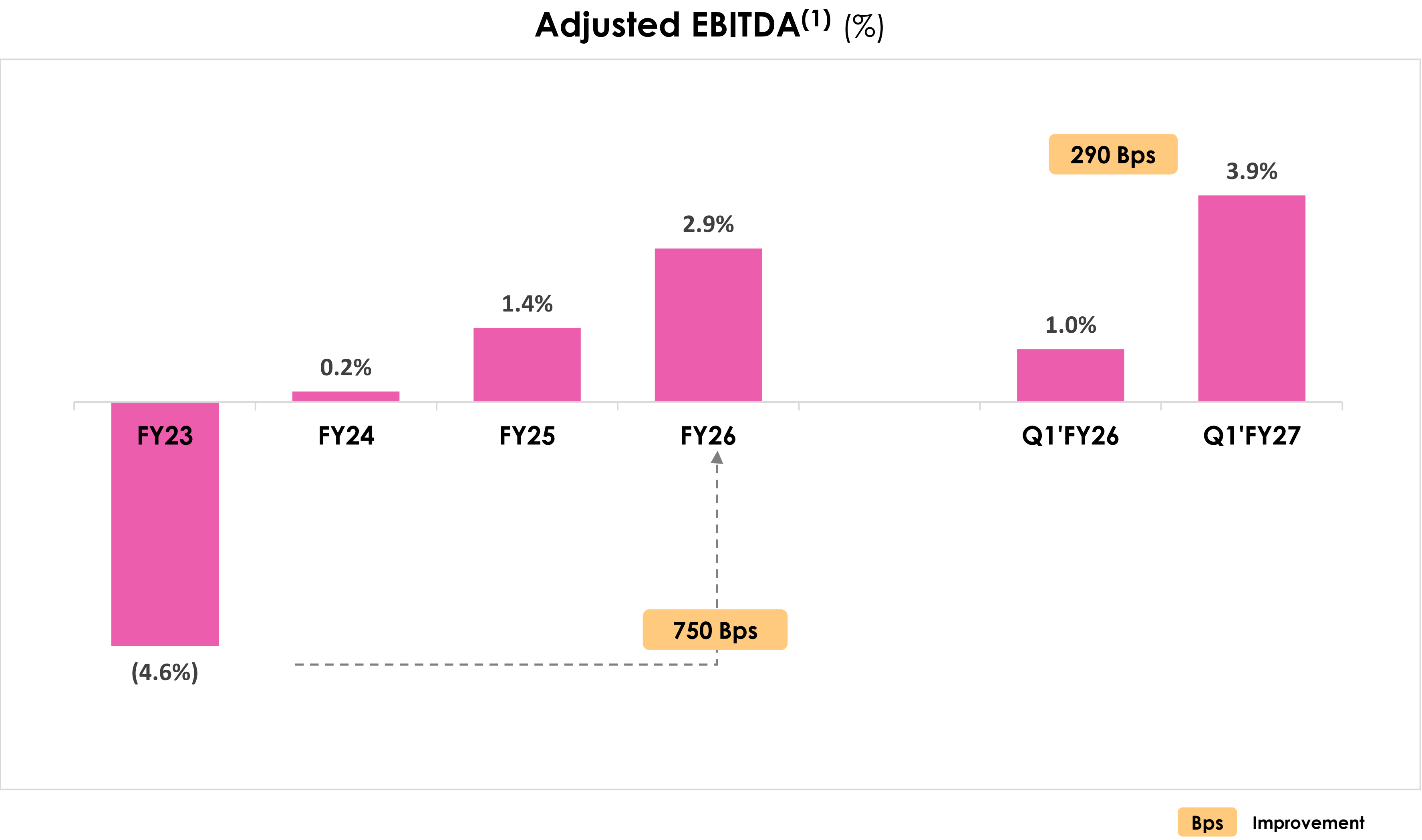


% Gross Margin % % Adjusted EBITDA % % YoY Growth

Note:
1. Adjusted for share-based compensation expenses and salaries and wages accounted as per Para B55 of Ind-AS 103

Globalbees

Strong Adjusted EBITDA Momentum Continues

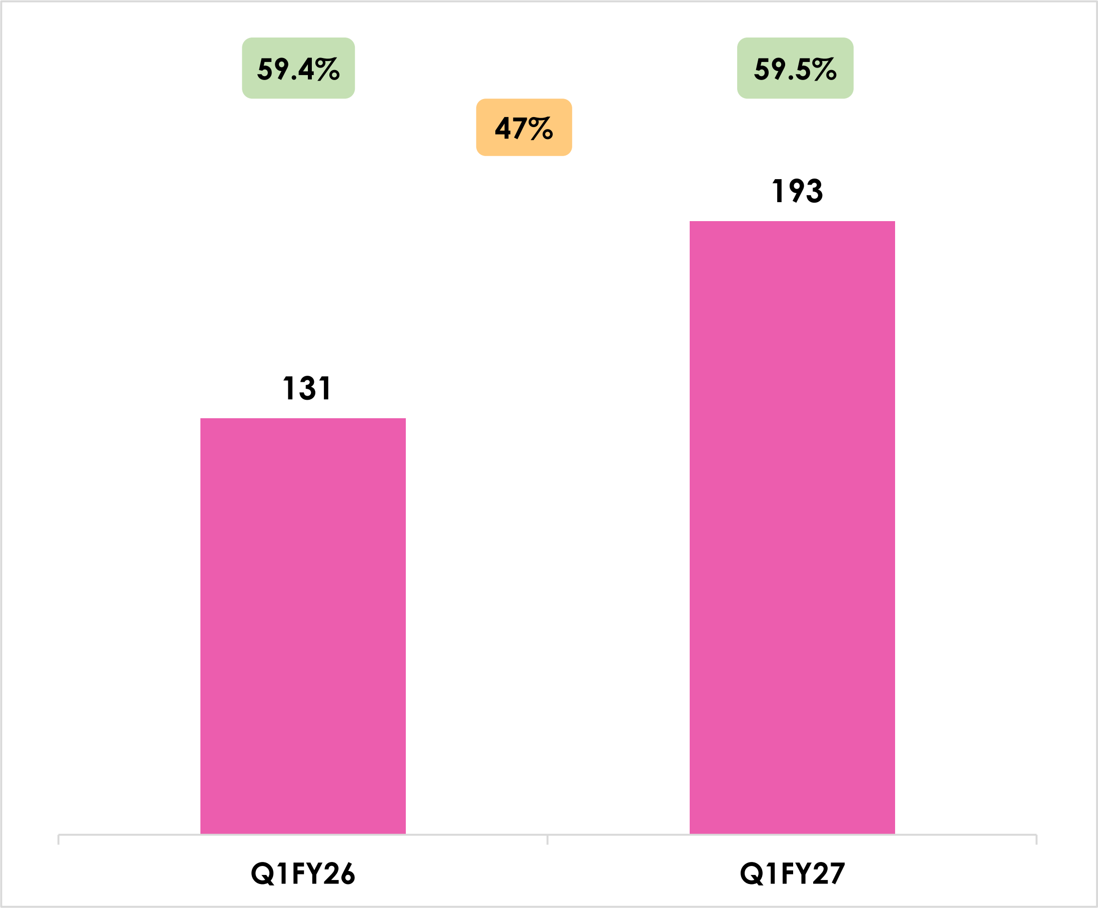


Note:
1. Adjusted for share-based compensation expenses and salaries and wages accounted as per Para B55 of Ind-AS 103

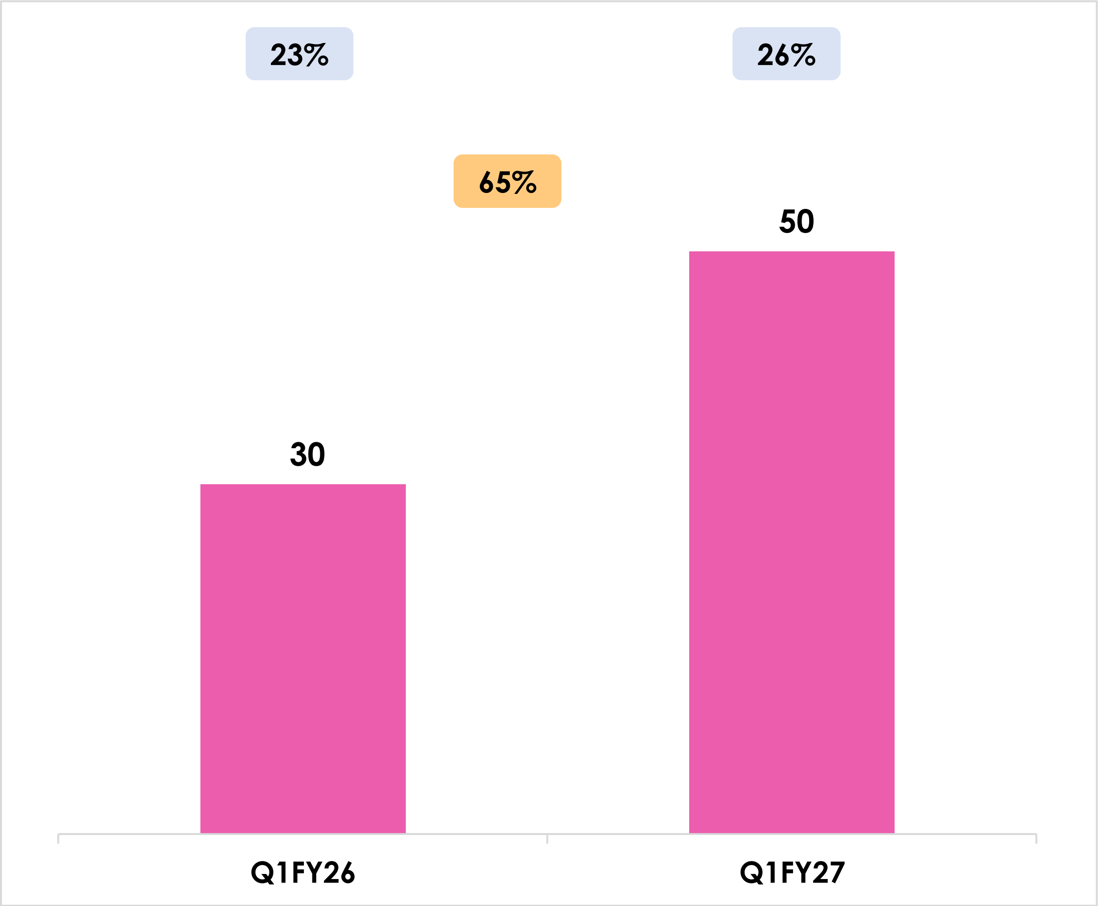
Others Segment

Strong revenue and EBITDA growth

Revenue (INR Mn)



Adjusted EBITDA[1] (INR Mn)



% Gross Margin %   % Adjusted EBITDA %   % YoY Growth

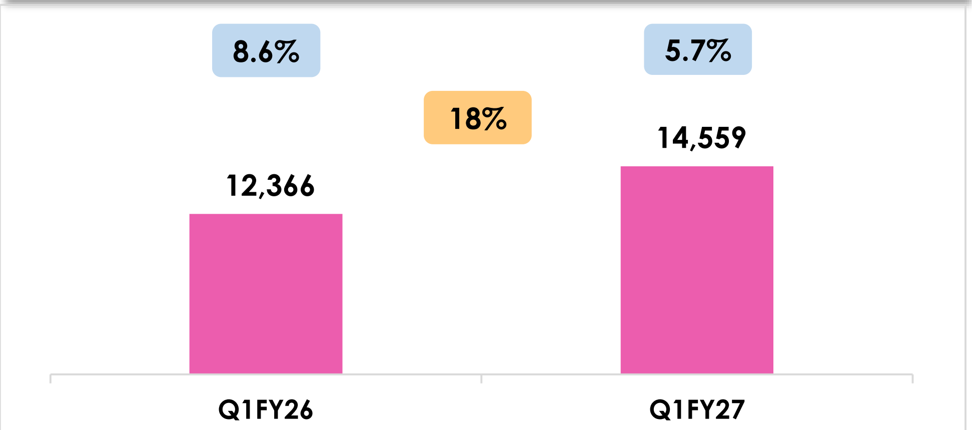
Note:
1. Adjusted for share-based compensation expenses and salaries and wages accounted as per Para B55 of Ind-AS 103

Consolidated Financial Summary

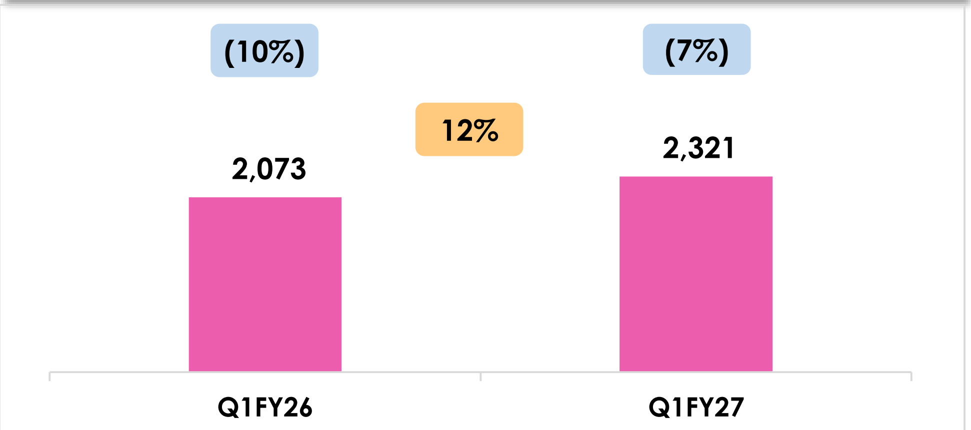
Performance across Business Segments

13% YoY revenue growth for consolidated business[1] in Q1'FY27 vs Q1'FY26

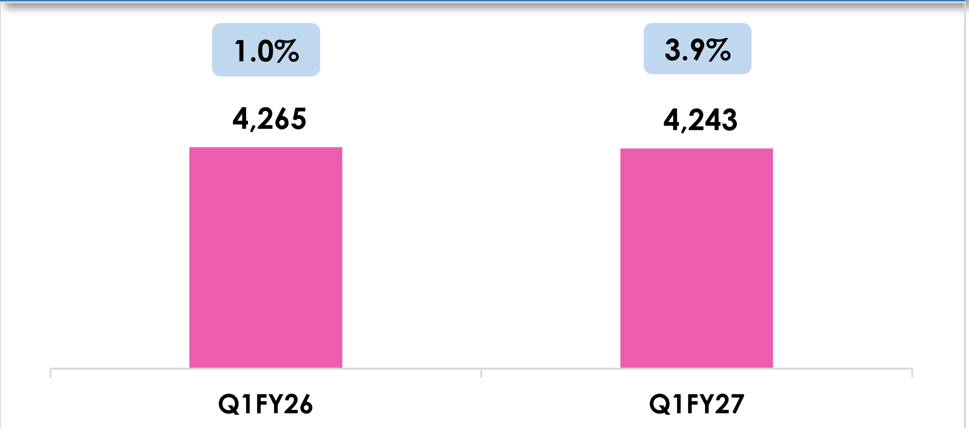
India Multi-Channel Business



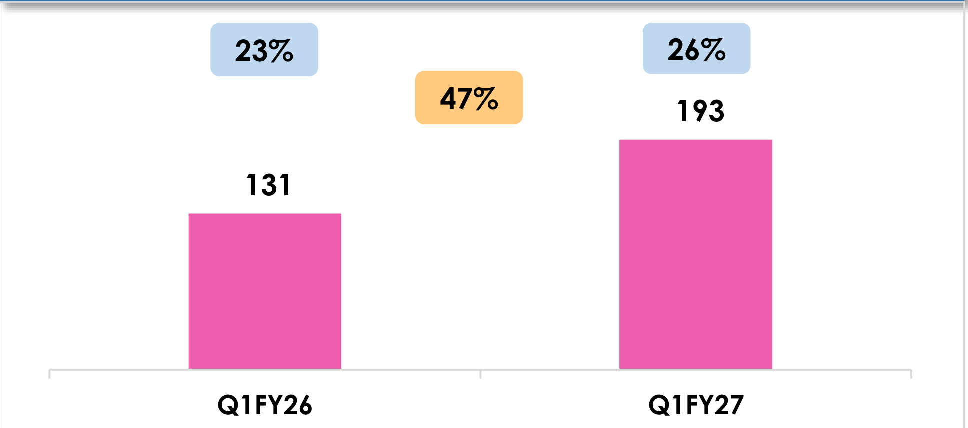
International Business



Globalbees



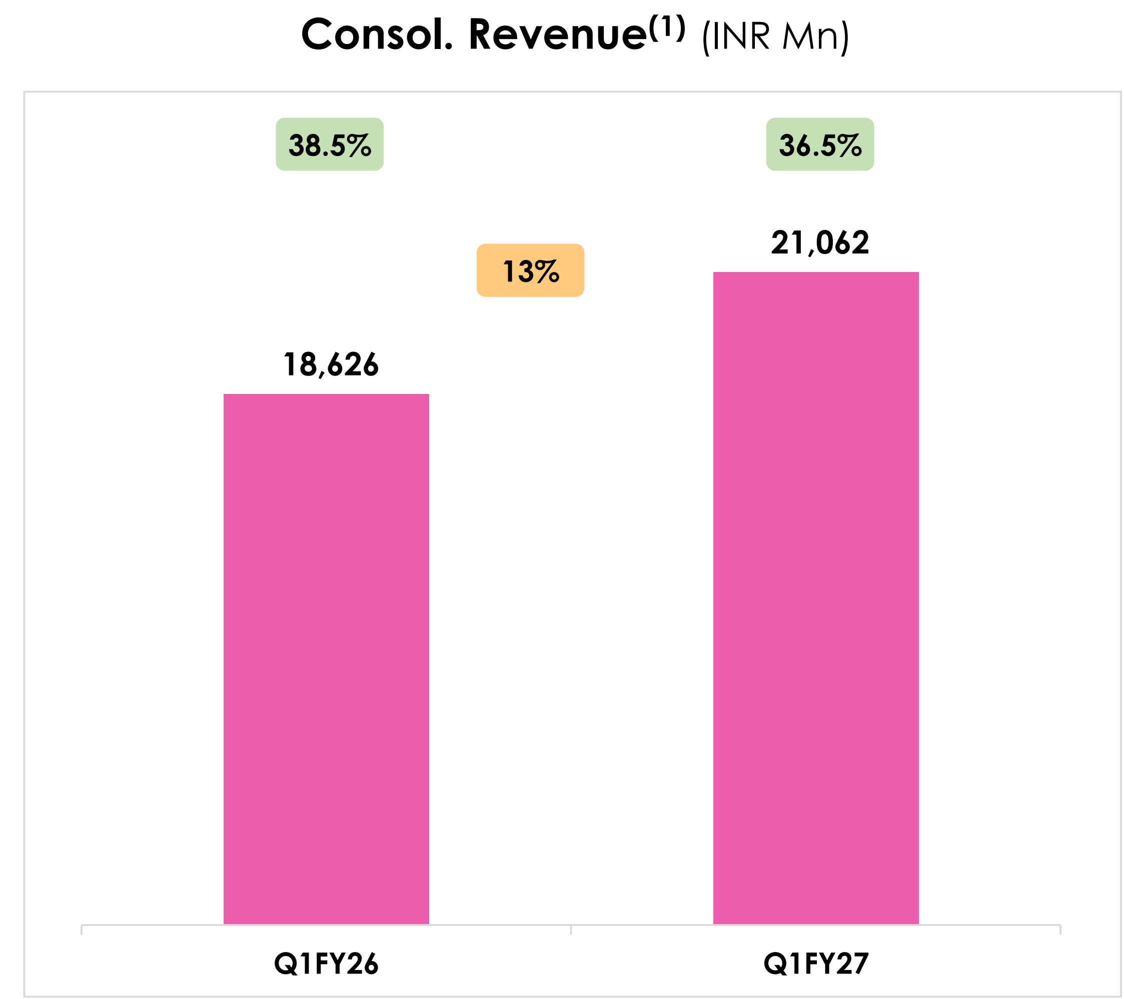
Others

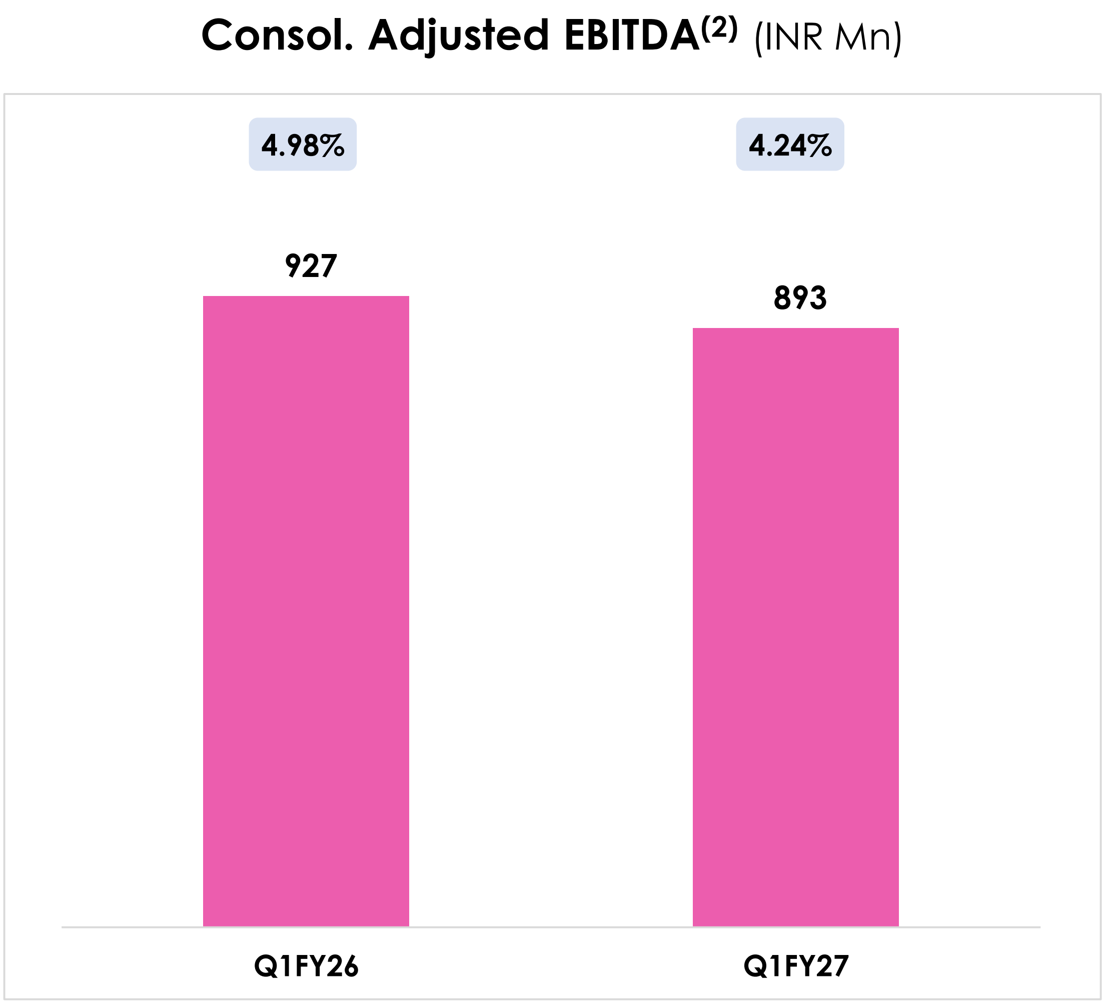


% YoY Revenue Growth   % Adjusted EBITDA %[2]   All Values in INR Mn

Notes:
1. Numbers represent consolidated metrics of India multi-channel, International, Globalbees, Others and inter-company adjustments
2. Adjusted for share-based expenses,

Strongest revenue growth in last five quarters



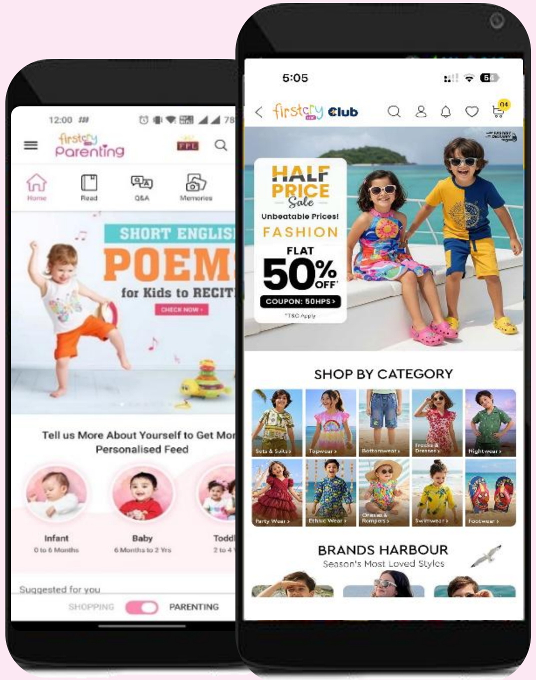


% Gross Margin % % YoY Growth % Adjusted EBITDA %

Notes:
1. Numbers represent consolidated metrics of India multi-channel, International, Globalbees, Others and inter-company adjustments
2. Adjusted for share-based compensation expenses.

Supplementary Information

Largest multi-channel retailer for Mothers', Babies' and Kids' products in India



78%
GMV(1) from online
India multi-channel retail

11.3 Mn
Annual Unique
Transacting Customer(2)

193 Mn
FirstCry mobile app
downloads(3)

22%
GMV(1) from offline
India multi-channel retail

1,188
Modern Stores(4)
incl. FOFO & COCO

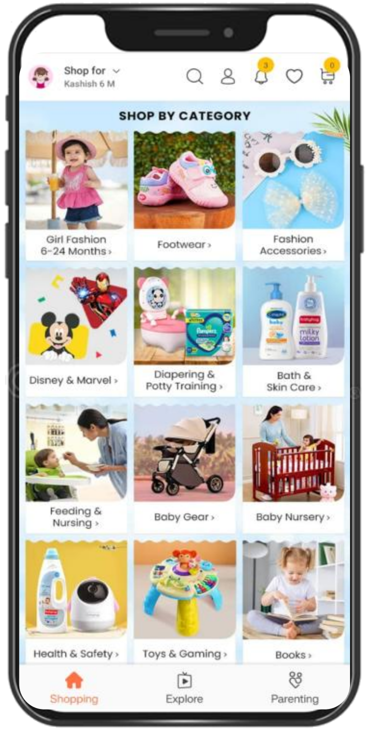
537
FirstCry & BabyHug
COCO Stores(4)

36% of GMV generated by top 50 cities in FY26 is from cross channel customers *(transacting both online & offline)*

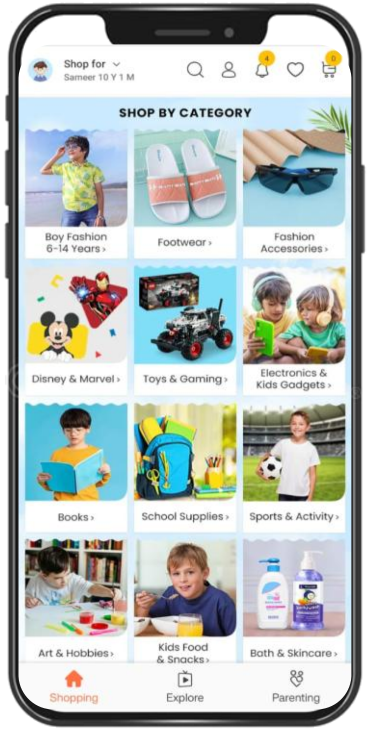
Notes:
1. Monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age and franchisees, net of order cancellations and prior to product returns for quarter ending June 30, 2026;
2. Annual unique transacting customers represents the unique transacting customers for trailing twelve months i.e. from July 1, 2025 to June 30, 2026
3. FirstCry India mobile application downloads till March 31, 2026
4. As on June 30, 2026

Personalized shopping experiences with customized homepages

Personalization based on age and gender



Home page for parent of
6 months old girl



Home page for parent of
10 years old boy

Personalization based on different festivals

Driving regional personalization: Home pages across different regions during the same time of the year

We run multiple personalized customer journeys on our mobile application

Addressing Babies' and Kids' needs across age groups through a wide assortment of products

2.1 Mn SKUs[1] offered from 7,900+ brands[1] across our platforms

Illustrative list of categories offered for different age groups

Expecting mothers
- Maternity wear
- Maternity care
- Parenting books

0 - 6M
- Feeding
- Baby apparel essentials
- Diapers
- Baby safety gear
- Baby health

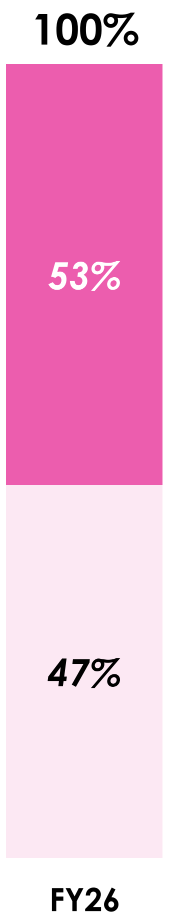
6M - 24M
- Toddler fashion
- Feeding
- Cots & nursery
- Toys
- Strollers & cradles

2 - 4 Years
- Apparel
- Footwear
- Bath

4 - 6 Years
- Apparel
- Games
- Footwear

6 - 12 Years
- Trending fashion
- Book & school supplies

Category wise share of India GMV *(%)*



Baby & Kids Fashion
(Apparel and Footwear)
1.4 Mn SKUs[2]

Other categories
(Including Consumables, Baby Gear & Nursery, Toys and other categories)
0.3 Mn SKUs[2]

Notes:
1. As on June 30, 2026; Numbers represent consolidated metrics for India multi-channel and International segments
2. As on March 31, 2026; Numbers represent metrics for India multichannel segment

Customers consistently transact more on our platform

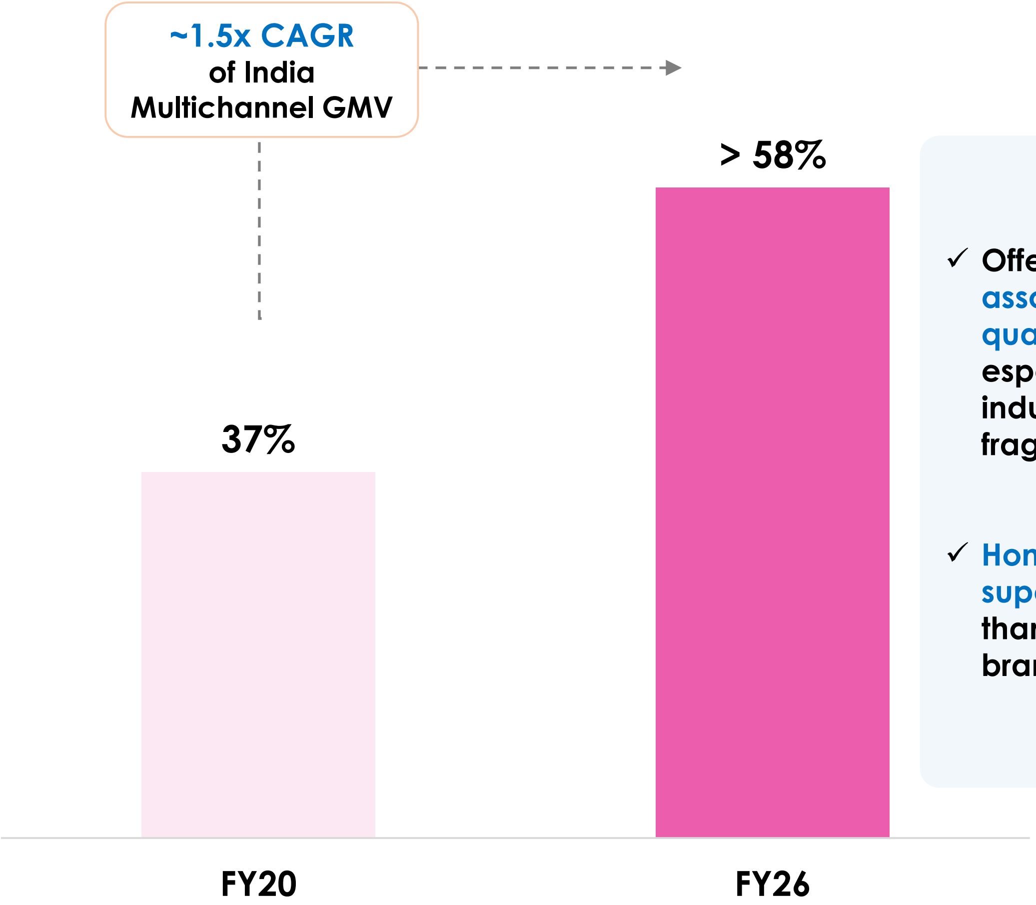
Transaction Cohorts for India Multi-channel business	Till Year 4 Year 0 to Year 4	Till Year 8 Year 0 to Year 8	Till Year 12 Year 0 to Year 12
Fiscal 2014	6.8	9.4	11.3
Fiscal 2018	7.8	11.5	
Fiscal 2022	8.1		
Average for all Cohorts *(Fiscal 2011 to 2026)*	8.0	10.5	10.8

Year of acquisition is considered as year zero

Highly curated Home Brand portfolio driving growth & aiding margin expansion

Our Key Home Brands

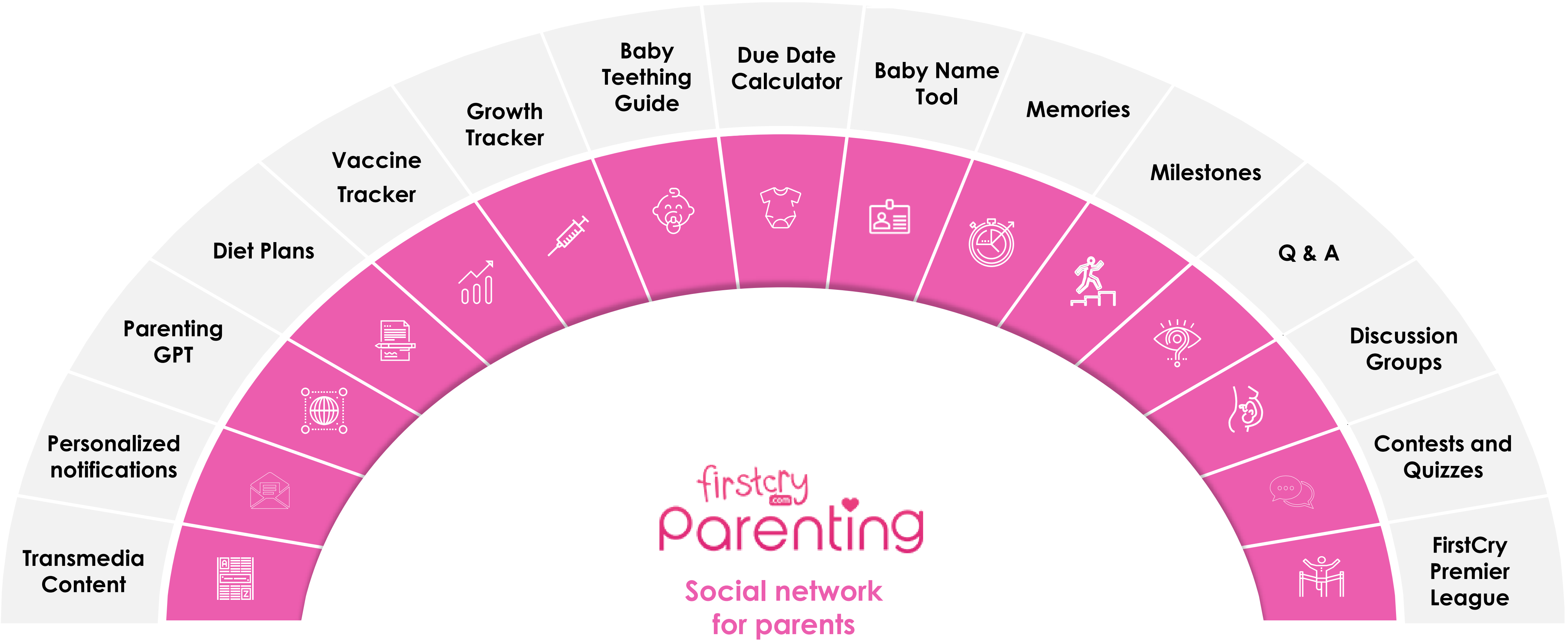
Share of Home Brands in India Multichannel GMV



- ✓ Offering a **curated assortment of high quality products** especially in the industry with fragmented supply
- ✓ **Home Brands drive superior margins** than third party brands

BabyHug our oldest home brand is the **Largest Mothers', Babies', and Kids' products brand** in the **Asia Pacific region** (exc. China) **in terms of product assortment** and **India's largest multi-category Mothers', Babies', and Kids' products brand in terms of GMV** as per RedSeer report titled "Childcare Market in India" dated July 11, 2024

We operate India's largest and most engaged parenting community



Relevant & contextual knowledge

Multiple pregnancy and parenting tools

Full spectrum of topics from pre-pregnancy to pregnancy to parenting

Diversified mix of user and expert generated content

Panel of experts, nutritionists, doctors

Lucid and simple layout for quick and easy discovery

Long standing partnership with hospitals driving new user acquisition

Wide reach with hospitals and brand partners

13,500+	Hospitals and Maternity Clinics[1]
PAN India reach	Expanding the coverage beyond existing channels
Multi-Year Partnerships	Yielding Highest RoI for our brand partners

Unique market entry strategy

2.4 Mn+

FirstCry branded Boxes delivered in FY26

Note:
1. As on March 31, 2026

KSA and UAE offer favourable demographics and a large market opportunity

	India	International Markets: KSA	International Markets: UAE
Birth rate *(per 000s for CY22)*	16.3	17.0	9.9
Spend per child on Childcare products in FY24 *(INR)*	9,280 – 9,350	61,000 – 71,000	160,000 – 170,000
Childcare products market size in FY29 *(INR Bn)*	5,150 – 5,450	640 – 680	240 – 280

Source: RedSeer report titled "Childcare Market in India" dated July 11, 2024

Replicating our successful playbook in International markets

Went live in UAE in Oct'19

Went live in KSA in Aug'22

Largely operating as **Online Platform** in both UAE and KSA

4.1 times[(1)] International segment AOV as compared to India AOV

Source: RedSeer report titled "Childcare Market in India" dated July 11, 2024
Note: 1. For quarter ending June 30, 2026

Multiple levers in play to drive margin expansion in International business

Evolution of Gross Margin for India Multichannel and International Business segments

	Year 1	Year 7	Year 8	Year 15
India Multichannel Business	**Started** in FY11	**24.0%** in FY18	**25.7%** in FY19	**35.6%** in FY26

	Year 1	Year 4	Year 5*
International Business	**Started** in FY20	**23.3%** in FY25	**25.7%** in FY26

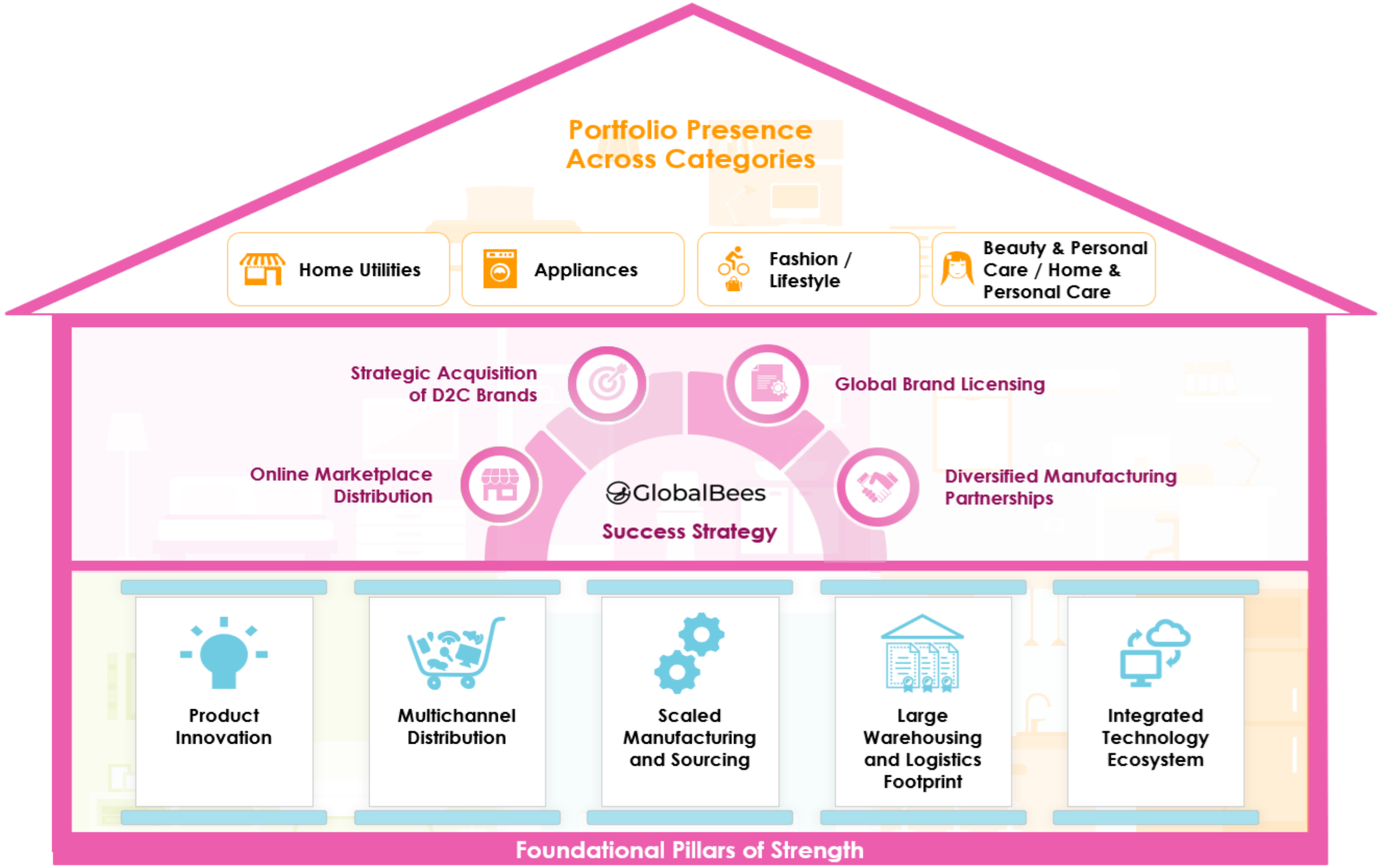
* FirstCry is operational in UAE for ~6 years and in KSA for <4 years

Multiple margin expansion levers, including but not limited to:

- Increase in share of Home Brands in GMV;
- Increase in share of Kids & Babies Fashion in GMV
- Better Home Brand and Third Party margins due to economies of scale;
- Operational efficiencies

expanded gross margin for India multichannel business and **the same levers are at play in International business as well**

Globalbees: Scaling D2C brands profitably



Select brands across categories

Home Improvement & Utilities

KUBER INDUSTRIES, ABSORBIA, plantex, Encasa HOMES

Home Appliances

Kuvings, ECOVACS, coway, Sigri Wala

Active, Lifestyle & Accessories

JOKER & WITCH

Health & Personal Care

urban gabru, Rey, KOZICARE, HEALTHY HEY NUTRITION

Witnessing organic growth since September 2022[1]

Note:
1. Globalbees made last brand acquisition in September 2022

Summary Consolidated Profit & Loss Statement

INR Million[1]	FY24	FY25	FY26	Q1FY26	Q1FY27
Revenue from Operations	**64,809**	**76,596**	**85,479**	**18,626**	**21,062**
Material Costs	41,632	47,986	54,524	11,450	13,368
Gross Profit	**23,177**	**28,610**	**30,955**	**7,175**	**7,694**
Gross Profit Margin %	*35.8%*	*37.4%*	*36.2%*	*38.5%*	*36.5%*
Direct Costs	5,879	6,909	7,671	1,831	2,038
Contribution Margin (pre Advertising & sales promotion expenses) %	*26.7%*	*28.3%*	*27.2%*	*28.7%*	*26.9%*
Advertising & sales promotion expenses (% of Revenue)	*7.4%*	*8.4%*	*8.1%*	*8.5%*	*7.7%*
Indirect Expense (% of Revenue)	*7.6%*	*7.4%*	*6.8%*	*7.6%*	*7.6%*
Adjusted EBITDA[2]	**2,744**	**3,935**	**4,860**	**927**	**893**
Adjusted EBITDA Margin %	*4.2%*	*5.1%*	*5.7%*	*5.0%*	*4.2%*
Profit/(Loss) before Tax	**(3,215)**	**(2,320)**	**(1,662)**	**(732)**	**(428)**
Profit/(Loss) after Tax	**(3,215)**	**(2,648)**	**(2,037)**	**(665)**	**(440)**

Notes:
1. Numbers represent consolidated metrics of India multi-channel, International, Globalbees, Others and inter-company adjustment;
2. Adjusted for share-based compensation expenses. Additionally, Globalbees EBITDA is also adjusted for salaries and wages accounted as per Para B55 of Ind-AS 103

Summary Segment Disclosures

INR Million	FY24	FY25	FY26	Q1FY26	Q1FY27
India Multi-Channel					
Revenue from Operations	45,795	52,785	57,533	12,366	14,559
Adjusted EBITDA(1)	4,040	4,997	5,051	1,067	835
Adjusted EBITDA margin (%)	8.8%	9.5%	8.8%	8.6%	5.7%
Segment Results	1,666	2,333	2,279	400	171
Segment margin (%) (2)	3.6%	4.4%	4.0%	3.2%	1.2%
International					
Revenue from Operations	7,537	8,586	9,474	2,073	2,321
Adjusted EBITDA(1)	(1,396)	(1,401)	(907)	(215)	(167)
Adjusted EBITDA margin (%)	(19%)	(16%)	(10%)	(10%)	(7%)
Segment Results	(1,554)	(1,583)	(1,167)	(263)	(229)
Segment margin (%) (2)	(21%)	(18%)	(12%)	(13%)	(10%)
Globalbees					
Revenue from Operations	12,093	15,777	18,943	4,265	4,243
Adjusted EBITDA(1)	23	221	559	41	167
Adjusted EBITDA margin (%)	0.2%	1.4%	3.0%	1.0%	3.9%
Segment Results	(964)	(791)	(318)	(208)	(37)
Segment margin (%) (2)	(8%)	(5%)	(2%)	(5%)	(1%)
Others					
Revenue from Operations	334	425	472	131	193
Adjusted EBITDA(1)	58	104	125	30	50
Adjusted EBITDA margin (%)	18%	24%	27%	23%	26%
Segment Results	47	94	117	28	48
Segment margin (%) (2)	14%	22%	25%	21%	25%

Notes:

1. Adjusted EBITDA is calculated as the restated profit for the period or year plus tax expense, finance cost, depreciation and amortization expenses less other income, exceptional items income(net), plus employee share-based payment expenses, deal related cost, salaries and wages accounted as per Para B55 of Ind-AS 103
2. Segment Margin is calculated by dividing segment results with segment revenue from operations

Adjusted EBITDA to Profit / Loss after Tax Reconciliation

INR Million[1]	FY24	FY25	FY26	Q1 FY26	Q1 FY27
Loss after Tax	**(3,215)**	**(2,648)**	**(2,037)**	**(665)**	**(440)**
Add : Tax Expenses	(0)	328	375	2	12
Add : Finance Costs	1,154	1,583	1,557	403	366
Add : Depreciation and Amortization Expense	3,709	4,046	4,072	1,011	943
Less : Other Income	(942)	(1,505)	(1,843)	(484)	(469)
Add : Employee share based payment expense	1,781	1,542	2,236	596	296
Add : Exceptional items[2] (net)	-	496	500	65	184
Add : Employment cost on account of business combination[3]	259	92	-	-	-
Adjusted EBITDA	**2,744**	**3,935**	**4,860**	**927**	**893**

Notes:
1. Numbers represent consolidated metrics of India multi-channel, International, Globalbees, Others and inter-company adjustment;
2. Exceptional items include loss on account of impairment of intangible assets, inventory loss on account of fire in warehouses of the group and others. However, this is partially offset by gain on fair valuation of consideration payable to selling shareholders due to business combination
3. Globalbees salaries and wages accounted as per Para B55 of Ind-AS 103

Reconciliation of Profit / Loss after Tax to Cash Profit after Tax

INR Million	FY25	FY26	Q1 FY26	Q1 FY27
Loss after Tax	**(2,648)**	**(2,037)**	**(665)**	**(440)**
Deferred Tax expense	23	(5)	67	81
Loss before Deferred Tax Expense	**(2,671)**	**(2,032)**	**(732)**	**(521)**
Ind AS 116 Cost (Rent amortisation and finance cost) (2)	2,489	2,754	641	685
Brand Amortisation(3)	1,056	876	223	193
ESOP Cost(3)	1,542	2,236	596	296
Depreciation on PPE(3)	1,232	1,281	330	282
Exceptional Item(4) (net)	496	500	65	184
Employment cost on account of business combination(3)(5)	92	-	-	-
Cash outflow for lease rentals	(2,147)	(2,496)	(597)	(612)
Cash Profit after Tax(1)	**2,090**	**3,119**	**526**	**508**

Notes:

1. Cash Profits After Tax is calculated as the restated profit for the period or year plus deferred tax expense, rent amortization and finance cost as per IND AS 116, brand amortization, ESOP Costs, Depreciation on PPE, exceptional items, Employment cost on account of business combination, interest on contractual obligations and less cash outflow for lease rentals
2. The Indian Accounting Standard 116, "Leases", notified under Section 133 of the Companies Act 2013 read with Companies (Indian Accounting Standards) Rules, 2015 defines difference between amortizing rent recognized in books and actual cash rent paid
3. Brand Amortization, ESOP Costs, Depreciation on PPE and Employment cost on account of business combination are Non-cash expenses and hence reduced to arrive at Cash Profit after Tax
4. Exceptional items include loss on account of impairment of intangible assets, inventory loss on account of fire in warehouses of the group and others. However, this is partially offset by gain on fair valuation of consideration payable to selling shareholders due to business combination
5. Globalbees salaries and wages accounted as per Para B55 of Ind-AS 103

Other Operating Metrics (1/2)

Particulars *(#s as of end of the period)*	FY24	FY25	FY26	Q1 FY27
Number of brands [1]	7,580	8,019	7,855	7,904
Number of SKUs (Mn) [2]	1.65	1.82	2.0	2.08
Number of warehouses and stockists [3]	80	83	84	84
Modern Stores	1,063	1,156	1,190	1,188
FOFO Stores	628	629	653	651
BabyHug COCO Stores[6]	284	296	271	238
FirstCry and other COCO Stores[6]	151	231	266	299
Net Working Capital Days [4]	53	71	57	54
Inventory Days [5]	92	102	85	91

Notes:
1. Number of active brands as on the date of respective period end listed across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age
2. Number of SKUs as on the date of respective period end across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age
3. Number of warehouses and stockists where our Company stores its inventory
4. Working Capital Days = (Inventories + Trade Receivables –Trade Payables) divided by revenue from operations X 91 for the quarter, and Working Capital Days = (Inventories + Trade Receivables –Trade Payables) divided by revenue from operations X 365 for the year
5. Inventory days is closing inventory as at the end of the respective period /Revenue from operations for the respective period X 91 for the quarter, and Inventory days is closing inventory as at the end of the respective period /Revenue from operations for the respective period X 365 for the year
6. Includes adjustment of 30 Babyhug COCO stores converted into FirstCry COCO stores in Q1'FY27

Other Operating Metrics (2/2)

Particulars	FY24	FY25	FY26	Q1 FY26	Q1 FY27
GMV[1] from Online (INR Mn)	73,700	86,363	95,349	20,561	22,756
GMV[1] from Offline (INR Mn)	17,511	19,490	21,086	4,624	5,316
GMV[1] from Existing Customers (INR Mn)	65,878	79,259	89,273	21,256	23,657
GMV[1] from New Customers (INR Mn)	25,333	26,594	27,161	3,928	4,415
Average Order Value[2] – Consolidated (INR)	2,544	2,554	2,594	2,519	2,517
Average Order Value[2] – India Multi-Channel (INR)	2,226	2,229	2,284	2,232	2,228
Average Order Value[2] – International (INR)	8,582	9,197	9,067	8,336	9,134

Notes:
1. GMV refers to the monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age and franchisees, net of order cancellations gross of franchisee commission, net of shipping and cash on delivery charges and prior to product returns
2. Average Order Value refers to GMV divided by Orders considered for such GMV

Summary estimate of share based compensation expense

Expected ESOP Charges

INR Mn	Q1	Q2	Q3	Q4	Total
FY 2027	296	296	296	296	**1,184**
FY 2028	160	160	160	160	**640**
FY 2029	75	75	75	75	**298**

Fully Diluted Share Capitalisation

Particulars	(in Mn)	% of Shares Outstanding On a Fully Diluted Basis [1]
Basic Shares Outstanding as of June 30, 2026	**522.1**	98.1%
ESOPs of which		
Time-based ESOPs [2]	0.5	0.1%
Performance-based ESOPs [3]	9.8	1.8%
Estimated Fully Diluted Share Capitalisation	**532.4**	

- **Commentary**
- The table illustrates expected ESOP cost for granted options[4]
- Actual charges might be different based on incremental issuances as well as lapses. For any lapses of unvested ESOPs, normally on attrition, the cost of unvested ESOP recorded so far is reversed in that quarter
- For new ESOP grants, the total estimated charge would be the number of options granted times the fair value per share computed basis the fair value of the option, as per the valuation report. The charge is front-ended with approximately 52% in Year 1, 27% Year 2, 15% in Year 3 and 6% in Year 4 for time based ESOP's
- Movements of share price after the date of the grant do not affect the ESOP charge for already granted ESOPs

Notes:
1. Including all outstanding ESOPs
2. Vesting period ranges from one to four years.
3. Vesting of these ESOPs are linked to market capitalization
4. Includes all options granted till June 30, 2026

Glossary

Term	Definition
FirstCry Modern Stores	Includes FirstCry-owned multi-brand stores, franchisee stores, and exclusive home brand stores
Gross Merchandise Value (GMV)	Monetary value of Orders inclusive of taxes and gross of discounts, if any, across the FirstCry website, mobile application and FirstCry and BabyHug modern stores, including those operated by Digital Age and franchisees, net of order cancellations gross of franchisee commission, net of shipping and cash on delivery charges and prior to product returns
Annual Unique Transacting Customers (AUTC)	Unique customers identified by their email-id or mobile number who have placed at least one Order on the FirstCry website, mobile application or FirstCry and BabyHug modern stores during the last 12 months ended as on measurement date
Orders	All orders placed on the FirstCry website, mobile application and modern stores, net of cancellations and prior to any returns.
Average Order Value (AOV)	GMV generated across the FirstCry website, mobile application and modern stores during a period divided by Orders underlying such GMV
Adjusted EBITDA	Adjusted Earnings before interest, tax, depreciation and amortization is calculated as the profit for the period or year plus tax expense, finance cost, depreciation and amortization expenses less other income, exceptional items income (net), plus Employee Share-Based Payment Expenses, Deal related cost, Salaries, wages, bonus and other allowances accounted as per para B55 of Ind AS 103
GMV from existing customers	GMV from users that made their first purchase on the FirstCry platform during any period except the preceding 12 months period when calculated for a full financial year and except the precedent 3 months period when calculated for a quarter. Users are identified by their mobile number basis which duplication across website, mobile application and stores is removed
GMV from new customers	GMV from users that made at least one purchase on the FirstCry platform for the first time during any period in preceding 12 months period when calculated for a full financial year and during any period in preceding 3 months period when calculated for a quarter. Users are identified by their mobile number basis which duplication across website, mobile application and stores is removed