FC/SE/2026-27/43

August 30, 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

Sub: Newspaper Publication for Proposed Variation in the Objects of the Initial Public Offering (“IPO”) and Extension of Timeline for Utilisation of the Unutilized IPO Proceeds

Dear Sir/Ma’am,

Pursuant to the provisions of sub-section (8) of Section 13 and Section 27 of the Companies Act, 2013 (**“the Act”**), read with the rules made thereunder, and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of newspaper publication dated August 30, 2026, in connection with the advertisement giving details of notice of special resolution proposed for variation in the objects of the Initial Public Offering (“IPO”) and extension of timeline for utilisation of the untilized IPO proceeds of the Company, as prescribed in Form No. PAS-1 of the Act.

The details of the newspaper publications are as under:

1. Financial Express (English); and
2. Loksatta (Marathi)

The above information will also be hosted on the website of the Company at https://www.firstcry.com/investor-relations/stock-exchange-filings.

We request you to kindly take the same on record.

Thanking you,

Yours sincerely,

For Brainbees Solutions Limited
Mandar Chintaman Joshi
Digitally signed by Mandar Chintaman Joshi
Date: 2026.08.30 23:33:49 +05'30'
Mandar Joshi
Company Secretary & Compliance Officer

Encl: a/a

INDO-MIM

COMPLEXITY SIMPLIFIED

INDO-MIM Limited

CIN U28110KA1996PLC137499

Regd. Office: 45(P), KIADB Industrial Area, Hoskote, Bangalore, Karnataka 562 114.

Tel: +91-080-22048800; **Email:** cs@indo-mim.com ; **Website:** www.indo-mim.com

NOTICE OF 30TH ANNUAL GENERAL MEETING

Notice is hereby given that the 30th Annual General Meeting ("AGM") of the Members of INDO-MIM Limited will be held **on Tuesday, September 22, 2026 at 09:00 A.M. IST** through Video Conferencing ("VC") / Other Aduio Visual Means ("OAVM") to transact the businesses, as set out in the Notice of the AGM in compliance with all the applicable provisions of the Companies Act, 2013 and Rules issued thereunder and the Securities and Exchange Board of India ("SEBI") (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") read with General Circular No. 14/2020 dated April 08, 2020, Circular No. 17/2020 dated April 13, 2020, Circular No. 20/2020 dated May 05, 2020, and subsequent circulars issued in this regard, the latest being 03/2025 dated September 22, 2025 (collectively referred to as "Circulars") issued by the Ministry of Corporte affairs ("MCA").

In compliance with the above Circulars and provisions of Regulation 36(1), 44(4) and 58(1) of the Listing Regulations, the Company has sent elctronic copies of the AGM Notice and Annual Report for the FY26 through electronic mode on Saturday, August 29, 2026 to all the Members whose e-mail IDs are registered with the Company or it's Registrar & Share Transfer Agent, M/s. MUFG Intime India Private Limited (MUFG) or Depository Participant (s). The AGM Notice is also available on the website of the Company at www.indo-mim.com, on the website of Stock Exchanges where the equity shares of the Company are listed, National Stock Exchange of India Limited at www.nseindia.com, BSE Limited at www.bseindia.com and on the website of M/s. MUFG Intime India Private Limited at www.instavote.linkintime.co.in.

Voting Information:

The Company is pleased to provide remote e-voting facility to the Members to cast their vote electronically on all the resolutions set forth in the Notice covening the said meeting. The facility of e-voting will also be made available at the AGM and Members attending the AGM through VC/OAVM, who have not casted their vote by remote e-voting, will be able to vote at the AGM. The Company has availed the Services of MUFG Intime to provide the facility of remote e-voting at the AGM.

The remote e-voting period begins on Saturday, 19 September, 2026, at 09:00 A.M. and will end on Monday, 21 September 2026 at 05:00 P.M. During this period, the Members as on the cut-off date Tuesday, September 15, 2026 may cast their vote electronically. The remote e-voting module shall be disabled by MUFG thereafter. Once the vote on the resolution is cast by Members, the Members shall not be allowed to change it subsequently. The voting rights of Members shall be in proporation to their shares in the paid-up equity share capital of the Company as on the cut-off date i.e. Tuesday, September 15, 2026.

The Board of Directors of the Company have appointed Mr. Surjya Narayan Mishra (FCS: 6143 C.P: 4684) Proprietor M/s. SNM & Associates, Practicing Company Secretaries, as Scrutinizer for conducting voting process in a fair and transparent manner.

Any person, who acquires shares of the Company and becomes a Member of the Company after the Notice has been sent electronically by the Company and holds shares as on the cut-off date; may obtain the log in ID and password by sending a request to MUFG INSTAVOTE helpdesk by sending a request at enotices@in.mpms.mufg.com. However, if he/she is already registered with MUFG for remote e-voting, then he/she can use his/her existing User ID and password for casting the votes.

Members holding shares in Demat mode and who have not registered their e-mail addresses with the Company/RTA/Depository, can get their E-mail ID registered by contacting their respective Depository Participant. In case you have any queries pertaining to e-voting, members may refer Frequently Asked Questions (FAQs) and e-voting manual available at https://instavote.linkintime.co.in under "Help" section, or write e-mail to enotices@in.mpms.mufg.com or contact MUFG Intime India Private Limited, C-101, Embassy 247, LBS Marg, Vikhroli West, Mumbai400083 or call at 022 - 49186000.

For INDO-MIM Limited

Sd/-

Santosh Kumar Dash

Company Secretary & Compliance Officer

ICSI Membership No: F11798

Date: August 30, 2026

Place: Bangalore

COMFORT FINCAP

COMFORT FINCAP LIMITED

CIN: L65923WB1982PLC035441

Registered Office.: 22, Block B, Camac Street, Behind Pantaloons, Kolkata, West Bengal - 700 016; **Corporate Office.:** 301, 3rd Floor, A wing, Hetal Arch, S. V. Road, Malad (West), Mumbai - 400064; **Contact No.:** 022 - 6894 8508 /09, **Email:** info@comfortfincap.com; **Website:** www.comfortfincap.com

NOTICE OF THE 44th ANNUAL GENERAL MEETING, E-VOTING INFORMATION, DIVIDEND, BOOK CLOSURE AND RECORD DATE

In continuation of our newspaper notice published on Wednesday, August 26, 2026, **Notice** is hereby given that the **44th Annual General Meeting** ('AGM/ the Meeting') of the Members of **Comfort Fincap Limited ('the Company')** will be held on **Monday, September 21, 2026 at 03:00 P.M. (IST)** through Video Conferencing ('VC')/ Other Audio Visual Means ('OVAM'), to transact the business as stated in the AGM Notice, in compliance with the applicable provisions of the Companies Act, 2013 ("the Act") read with relevant Rules made thereunder and Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations'), read with various circulars issued by the Ministry of Corporate Affairs ('MCA') and Securities and Exchange Board of India ('SEBI') from time to time, without the physical presence of the Members at the common venue.

The Annual Report of the Company including AGM Notice for the financial year 2025-2026 ('Annual Report') were sent through electronic mode only to all those members whose email IDs are registered with the Company or its Registrar and Share Transfer Agent ('RTA') or the Depositories, in accordance with the MCA and the SEBI circulars and same was completed on Friday, August 28, 2026. Further, as per the SEBI Listing Regulations, the Company has sent a letter to those shareholders whose email IDs are not registered with the Company or its RTA or the Depositories, providing the web link, including the exact path, to access the Annual Report on the Company's website.

Members can join and participate in the AGM through VC/OAVM facility only. The detailed instructions for joining the AGM and the manner of casting vote through remote electronic voting ('remote e-voting') or the e-voting system during the AGM are provided in the Notice of the AGM. Members participating through the VC/ OAVM facility shall be counted for the purpose of reckoning the quorum under Section 103 of the Act. The Annual Report along with the Notice is available on the Company's website at www.comfortfincap.com and on and on BSE Limited at www.bseindia.com. Further, the Notice is also available on the website of National Securities Depository Limited ('NSDL') at www.evoting.nsdl.com.

Members holding shares in physical mode and/ or who have not registered/ updated their email IDs with the Company/ it's RTA/ the Depositories and/ or who has acquired shares and become the members of the Company after the dispatch of notice and holding shares as of the cut-off date, i.e., Monday, September 14, 2026 can obtain login details for joining the AGM through VC/OAVM facility including remote e-voting/e-voting by sending a request at evoting@nsdl.co.in and may also refer to the voting instructions on the NSDL website.

However, if a member is already registered with NSDL then they can use their existing User ID and password for casting vote or following the procedure as mentioned in the AGM Notice. Further, any person, who ceases to be the Member of the Company as on the cut-off date and is in receipt of this communication, shall treat the same for information purpose only.

E-Voting:

Notice is also hereby given that pursuant to the provisions of Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended, and Regulation 44 of SEBI Listing Regulations, the Company is providing a facility to the members to cast their votes electronically on all the resolutions set forth in the Notice convening the meeting. The Company has availed the services of NSDL to provide the facility of remote e-voting /e-voting during the AGM. Members whose name are recorded in the register of members or in the register of beneficial owners maintained by the depositories as on the cut-off date only shall be entitled to avail the facility of remote e-voting as well as e-voting during the meeting. The voting rights of Members shall be in proportion to their shares in paid up equity capital of the Company as on the cut-off date.

The remote e-voting facility would be available during the following period:

Commencement of remote e-voting	From 9:00 A.M. (IST) on Friday, September 18, 2026
End of remote e-voting	Upto 5:00 P.M. (IST) on Sunday, September 20, 2026

During this period, shareholders of the Company, holding shares either in physical form or in dematerialised form, as on the cut-off date may cast their vote electronically. The remote e-voting module shall be disabled by the NSDL for voting thereafter. The facility of e-voting will also be made available during the AGM. Only those members attending the AGM through VC/OAVM, who have not cast their vote through remote e-voting and are otherwise not barred from doing so, will be able to vote during the AGM. A member may participate in the AGM even after exercising their right to vote through remote e-voting but shall not be allowed to vote again during the AGM. Once the vote has been cast by a Member, the same shall not be allowed to be changed.

The Company has appointed, Mrs. Ramadevi Venigalla, Practicing Company Secretary (Membership No. FCS 7345 and CP No. 17889) as the Scrutinizer to scrutinize the remote e-voting and e-voting process in a fair and transparent manner.

Members, who need assistance and/or having any grievances before or during the AGM regarding e-voting facility and/ or VC/OAVM facility, may contact NSDL for technical assistance viz. Ms. Rimpa Bag at evoting@nsdl.co.in / rimpaB@nsdl.com or call on toll free no: 022 – 4886 7000 or email at info@comfortfincap.com or call at Tel. No. 022-6894 8508/09.

Dividend:

Members may note that the Board of Directors at its Meeting held on Thursday, May 14, 2026, has recommended a final Dividend of 5% (Five percent) of the Paid-up Equity Share Capital of the Company, i.e., Rs. 0.10/- (Rupees Ten Paise Only) per equity share of Face Value of Rs. 02/- (Rupees Two Only) each for the financial year ended March 31, 2026, subject to approval of the shareholders at the ensuing AGM of the Company. The Dividend, if approved at the AGM, will be paid within 30 days of the AGM. The Company has fixed Monday, September 14, 2026 as the 'Record Date' for determining eligible equity shareholders for dividend.

Shareholders may please note that in accordance with the provisions of the Income Tax Act, 2025, as amended dividends paid or distributed by the Company is taxable in the hands of the Members. Hence, the final dividend, if declared by Members at the 44th AGM, shall be paid after deducting tax at source ('TDS') in accordance with the relevant provisions of the Income-tax Act. For more details, please refer to e-mail communication sent for the purpose of TDS. The above information is also available on the website of the Company at www.comfortfincap.com and on the website of the Stock Exchange at www.bseindia.com.

Notice is also hereby given that pursuant to Section 91 of the Act read with Rules made thereunder, the Register of Members and Share Transfer Books of the Company will remain closed from Tuesday, September 15, 2026 till Monday, September 21, 2026 (both days inclusive) for the purpose of AGM and final Dividend.

By Order of the Board of Directors of Comfort Fincap Limited,

Sd/-

Sneha Mandelia

Company Secretary & Compliance Officer

Date: August 30, 2026

Place: Mumbai

firstcry .com

BRAINBEES SOLUTIONS LIMITED

Registered Office: Rajashree Business Park, Survey No. 338, Next to Sohrab Hall, Tadiwala Road, Pune 411 001, Maharashtra, India

Contact No.: +91-8482989157 **E-mail ID:** companysecretary@firstcry.com **Website:** www.firstcry.com **CIN:** L51100PN2010PLC136340

Form- PAS-1

[Pursuant to Section 27(1) of the Companies Act, 2013 and Rule 7(2) of the Companies (Prospectus and Allotment of Securities) Rules, 2014]

Advertisement giving details of notice of special resolution for varying the terms of any contract referred to in the prospectus or altering the objects for which the prospectus was issued

Corporate Identification Number (CIN) - L51100PN2010PLC136340

Name of the Company: BRAINBEES SOLUTIONS LIMITED **("the Company" / "Brainbees")**

Registered Address: Rajashree Business Park, Plot No. 114, Survey No. 338, Tadiwala Road, Nr. Sohrab Hall, Pune – 411001

PUBLIC NOTICE

Notice is hereby given that by a resolution dated **August 13, 2026**, the Board has proposed the variation in the objects of the Initial Public Offering (**"IPO"**) and extension of timeline for utilisation of the unutilised proceeds of IPO referred to in the Prospectus dated August 08, 2024 (**"Prospectus"**), issued in connection with IPO of 90,194,432 equity shares of face value of Rs. 2/- each for cash at a price of Rs. 465.00 per equity share (a discount of Rs. 44/- per equity share was offered to eligible employees bidding in the employee reservation portion) aggregating to Rs. 41,937.28 Million comprising a fresh issue of 3,58,34,699 equity shares of face value Rs. 2/- each aggregating to Rs. 16,660.00 Million (the **"Fresh Issue"**) and an offer for sale of 5,43,59,733 equity shares of face value Rs. 2/- each aggregating to Rs. 25,277.28 Million.

In pursuance of the said resolution, further notice is given that for approving the said proposition, a special resolution is proposed to be passed at the Sixteenth (16th) Annual General Meeting (**"AGM"**) of the Members of the Company, scheduled to be held on Tuesday, September 22, 2026, at 04:00 P.M. (Indian Standard Time), through Video Conferencing / Other Audio - Visual Means.

The details regarding such variation in the objects of the IPO (including amendments in the existing objects) and extension of timeline for utilisation of the unutilised proceeds of IPO are as follows -

1. **Particulars of the terms of the contract to be varied or objects to be altered:**

   a. **Proposed amendments in the existing objects of the IPO:**

   The Company has proposed the amendment in the existing objects of the IPO as stated in the Prospectus, as under:

Object No.	Existing Object	Proposed Amended Object
Object I(b)	Setting up a warehouse in India	Setting up of new warehouses in India
Object V	Investment in our Subsidiary, Globalbees Brands Private Limited (**"Globalbees Brands"**) towards acquisition of additional stake in our step-down Subsidiaries *(Note: This object was restricted to investment in specific step-down subsidiaries as mentioned in the Prospectus)*	Investment in our Subsidiary, Globalbees Brands towards acquisition of additional stake in any of our existing step-down Subsidiaries *(Note : Through this amendment, the object is now covering investment in any of the existing step- down subsidiaries)*

   b. **Proposed reallocation of unutilized proceeds of IPO within the existing objects:**

   The Company has proposed the variation in the objects of the IPO by reallocation of the unutilized proceeds of the IPO, within the existing objects, as under:

(In Rs. Million)

Sl. No.	Objects stated in the Prospectus	Amount proposed to be reallocated from Objects mentioned in the Prospectus	Amount proposed to be reallocated to the following Objects			
			Object III (a) – Setting up new modern stores under the FirstCry brand and other home brands of our Company	Amended Object I(b) – Setting up of new warehouses	Object VII – Technology and data science cost including cloud and server hosting related costs	Object VI – Sales & marketing initiatives
1	Object I(a) – Setting up new modern stores under the 'BabyHug' brand, in India	-840.81	840.81	-	-	-
2	Object IV(b) – Setting up warehouse(s) in KSA	-614.51	-	421.29	193.22	-
3	Object IV(a) – Setting up new modern stores in KSA	-706.78	-	-	256.78	450.00
	Total	**-2,162.10**	**840.81**	**421.29**	**450.00**	**450.00**

   c. **Proposed extension of the time limit for utilisation of the unutilized proceeds of IPO:**

   The Company has proposed the extension of the time limit for use of unutilized proceeds of IPO towards all the objects (including the proposed amended objects) by Financial Year 2028-29.

2. **Particulars of the proposed variation/alteration:**

   Please refer to the explanation given in point no. 1 above.

3. **Reasons/justification for the variation:**

   The reasons / justification for seeking variation in the objects of the IPO are detailed hereunder:

   a) **Reallocation of unutilised IPO Proceeds from the object of *'Setting up new modern stores under the 'BabyHug' brand'* to the Object of *'Setting up new modern stores under the FirstCry brand and other home brands of our Company'* :**

   In view of the evolving customer preferences, the changing retail landscape and the business considerations, the Company proposes to reallocate the unutilised IPO Proceeds from the existing object of setting up new modern stores under the 'BabyHug' brand towards setting up new modern stores under the 'FirstCry' brand through investment in our wholly owned subsidiary **Digital Age Retail Private Limited.**

   Over the last few years, customer shopping behaviour has evolved significantly. Parents increasingly prefer a one-stop destination where they can access BabyHug alongside other leading national and international brands in various categories including toys, fashion, feeding, nursery and maternity products. A FirstCry-format store caters to these broader shopping missions much better than a single-brand format. Hence, from a business standpoint, a multi-brand format also allows us to improve productivity per square foot, increase basket size, drive higher customer frequency and better leverage our omni-channel ecosystem.

   Secondly, BabyHug products today account for a significant share of sales even within our FirstCry stores. In FY26, our home brand constituted approx. 58% of the total India Multi-channel GMV*. The India Multi-channel GMV* for FY26 was Rs. 97,833 Million. Therefore, by allocating capital from expansion of BabyHug Company owned stores to expansion of FirstCry Company owned stores, we are providing customers with a wider assortment while continuing to showcase BabyHug prominently.

   *(*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 in India, 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.)*

   The reallocation of IPO Proceeds from modern stores of BabyHug COCO stores to modern stores of FirstCry COCO stores represents only a change in the store format, with the broader objective of driving revenue growth through expansion of the Company's offline retail network remaining unchanged.

   Considering the above factors, the Company believes that reallocating the unutilised IPO Proceeds towards the FirstCry format would enable more effective utilisation of the funds and is therefore proposing the aforesaid change in the object of the IPO Proceeds for the approval of the Members of the Company.

   b) **Reallocation of unutilised IPO Proceeds from the Object of *'Investment in our Subsidiary, FirstCry Trading for overseas expansion by: (i) setting up new modern stores; and (ii) setting up warehouse(s), in KSA'*:**

   The Company has reviewed the capital requirements of its international business in light of evolving market conditions, competitive dynamics and business priorities. In view of the competitive intensity in the middle-east market since Q3 of FY2024-25, the Company has adopted a more focused approach towards sustainable growth. The management is of the view that the infrastructure capacity in KSA is adequate to cater to the anticipated growth in the business, thereby reducing the immediate requirement for further capital deployment towards expansion. Accordingly, the requirement for the balance unutilised IPO Proceeds allocated for this object has reduced. Any future expansion in KSA, if required based on market conditions and business requirements, will be funded through internal accruals.

   In view of the above, the Company proposes to reallocate the unutilised IPO Proceeds towards setting up new warehouses in India, Technology & data science costs for India business and Sales & marketing initiatives for India business (more specifically defined in the table under point no. 4), enabling more effective utilisation of the funds in line with the Company's current business priorities.

   c) **Reallocation of unutilised IPO Proceeds towards the Object of *'Setting up of new warehouses in India'*:**

   The reallocation of the IPO Proceeds towards the amended Object for Setting up of new warehouses in India, is aimed at the Company's current operational priorities and long-term growth strategy by optimising the deployment of capital, as the Company has reviewed its infrastructure requirements in line with the growth of its business and evolving operational needs. While the Prospectus contemplated investment in warehousing infrastructure, the Company has re-assessed that establishing additional warehouses would better support its expanding wholesale, retail and omni-channel operations through enhanced inventory management, faster order fulfilment with the Company's Qwik initiative and improved supply chain efficiencies.

   These warehouses will be leased warehouses and the IPO Proceeds will be used for acquiring assets required to make the warehouses operational which primarily comprises of, but not limited to racking systems, process furniture, pallet and hand pallet trucks, PPE storage bins, electrical works and IT assets and IT network.

   d) **Reallocation of unutilised IPO Proceeds towards the Object of *'Sales and marketing initiatives'* for India Business:**

   The reallocation of the unutilised IPO Proceeds towards sales and marketing initiatives represents a more effective and value-enhancing utilisation of the funds, in line with the Company's current growth priorities and the opportunity to further strengthen customer acquisition, retention and engagement. Such deployment will enhance brand visibility and enable the Company to effectively capitalise on growth opportunities across its omni-channel platform.

   The Company intends to continue investing in targeted digital and brand marketing initiatives, including performance advertising, social media, personalised campaigns and other customer outreach activities, to strengthen customer engagement, expand its market position and drive sustainable growth.

   The advertising and sales promotion expenses incurred by our Company for the last three financial were as follows:

(In Rs. Million)

Particulars of Advertising and Sales Promotion Expenses		
FY 2023-24	FY 2024-25	FY 2025-26
1,837.66	2,083.58	2,369.49

   e) **Reallocation of unutilised IPO Proceeds towards the Object of *'Technology and data science cost including cloud and server hosting related costs'* for India Business:**

   The reallocation of the unutilised IPO Proceeds towards technology and data science initiatives will enable the Company to align its funds with its current business priorities and support the continued growth of its online and omni-channel businesses. Increased investment in technology, data analytics, Artificial Intelligence (AI), Machine Learning (ML), cloud infrastructure and cyber security will strengthen the Company's digital infrastructure, enhance customer experience, improve operational efficiency and enable better data-driven decision-making. Accordingly, the proposed reallocation will facilitate more effective utilisation of the IPO Proceeds towards areas that are critical to the Company's future growth and scalability.

   The Company intends to use the funds towards strengthening its technology platform, including cloud infrastructure, AI and ML capabilities, data science, software development, cyber security and other IT initiatives. These investments will support better demand forecasting, inventory and supply chain optimisation, personalised customer experiences, automation and improved operational efficiencies. By strengthening these capabilities, the Company expects to enhance the scalability and resilience of its digital ecosystem, improve unit economics and support sustainable growth across its businesses.

   Expenses on technology and expenses on cloud infrastructure, software development and other information technology related expenses incurred by our Company for the last three years were as follows:

(In Rs. Million)

Particulars of Technology costs and Expenses on Cloud Infrastructure, Software Development and other Information Technology related expenses		
FY 2023-24	FY 2024-25	FY 2025-26
235.94	309.14	284.51

   f) **Investment in our Subsidiary, Globalbees Brands Private Limited ('Globalbees Brands') towards acquisition of additional stake in any of our existing step-down Subsidiaries:**

   The Company has allocated Rs. 1,690 Million from the IPO Proceeds for investment into Globalbees Brands towards acquisition of additional stake in our step-down Subsidiaries i.e., Frootle India Private Limited (**'Frootle'**), Plantex E-commerce Private Limited (**'Plantex'**) and Encasa Homes Private Limited (**'Encasa'**). The Company has already utilised an amount of Rs. 1,048.11 Million till date to acquire an additional stake of 23% in Frootle and 10% in Plantex, taking up the shareholding to 70.28% in Frootle and 70% in Plantex, on a fully diluted basis.

(In Rs. Million)

Sr. No.	Particulars	Amount
1	Original amount allocated under the Object	1,690.00
2	Amount utilised till date	1,048.11
3	Unutilised Amount	641.89

   The amount already utilised has been deployed in accordance with the Object disclosed in the Prospectus. There is no proposal to vary, reallocate or otherwise modify the utilization. The present proposal relates only to the manner in which the balance unutilised amount of Rs. 641.89 Million may be deployed within the same object.

   Globalbees Brands operates a diversified house-of-brands platform and has controlling stake in several companies engaged across various consumer product categories. Since the time of the IPO, the business scale, financial performance, funding requirements, strategic priorities and capital allocation requirements of the various businesses forming part of the Globalbees Brands portfolio have evolved. The revenue from operations and adjusted EBITDA of Globalbees Brands on a consolidated basis for the last three financial years were as under :

(In Rs. Million)

Sr. No.	Particulars	Amount		
		FY 2023-24	FY 2024-25	FY 2025-26
1	Revenue from Operations	12,093	15,777	18,943
2	Adjusted EBITDA	23	221	559
3	Adjusted EBITDA%	0.2%	1.4%	3%

   The original allocation under the Object was specifically linked to acquisition of additional stakes in Frootle, Plantex and Encasa based on the contractual arrangements, business requirements, estimates and circumstances prevailing at the time of filing the Prospectus.

   Subsequent to the IPO and based on developments thereafter, including investments already undertaken, the funding requirements of the identified entities/brands, their respective business plans, performance and capital requirements, the Company and Globalbees Brands have reassessed the optimal deployment of the balance amount.

   The Board believes that restricting the deployment of the entire unutilised amount solely to the three entities specifically identified at the time of the IPO may not provide Globalbees Brands with adequate flexibility to allocate capital amongst its portfolio companies based on their respective business requirements, performance, growth prospects and strategic importance.

   Accordingly, the Company proposes to provide Globalbees Brands greater flexibility to utilise the unutilised amount towards acquisition of additional stake in any of its existing step-down subsidiaries, instead of restricting such utilisation only to Frootle, Plantex and Encasa.

4. **Effect of the proposed variation/alteration on the financial position of the Company:**

   The proposed variation and extension of the utilisation timeline are intended to enable more efficient deployment of the unutilised IPO Proceeds in line with the Company's current business requirements and strategic priorities. The proposed reallocation would provide the Company with greater flexibility to deploy capital towards areas including expansion of its warehousing and retail network, sales and marketing initiatives and technology investments.

   The financial impact of the proposed variation on the earnings and cash flows of the Company cannot be precisely quantified at this stage and will depend, inter-alia, on the timing and manner of deployment of the IPO Proceeds, business performance and prevailing market conditions. However, the Board believes that the proposed variation would facilitate optimal utilisation of the IPO Proceeds and support the Company's medium to long-term growth and operating objectives.

5. **Major Risk factors pertaining to the new Objects:**

   While no entirely new object is being introduced, the varied objects remain subject to execution and business risks. These include delays or cost overruns in commissioning additional leased warehouses and related assets; the possibility that incremental sales and marketing expenditure may not generate the anticipated customer acquisition or retention benefits; technology implementation, cybersecurity and obsolescence risks; and the risk that additional investments by Globalbees Brands in its existing step-down subsidiaries may not generate the anticipated strategic or financial returns. The Company will evaluate deployment under the varied objects in accordance with its internal approval processes and applicable law.

6. **Names of Directors who voted against the proposed variation/alteration:**

   None of the Directors on the Board of the Company has voted against the proposed variation/ alteration.

Any interested person may obtain the copy of the special resolution along with the explanatory statement free of charge at the registered office of the Company or visit the website of the Company https://www.firstcry.com/investor-relations/agm-annual-general-meetings and the website of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited, where the equity shares of the Company are listed.

By the Order of the Board of Directors of Brainbees Solutions Limited

sd/-

Mandar Joshi

Company Secretary & Compliance Officer

Place: Pune

Date: August 29, 2026

मॅक्स एनर्जी सोल्यूशन्स इंडिया लिमिटेड

सीआयएन: एल३११०२पीएन२०१०पीएलसी१३६९६२

नोंदणीकृत कार्यालय: शोरूम-१, शुभम सोसायटी, ५९१/६०० रस्ता पेठ, पारशी अग्यारी जवळ, पुणे - ४११०११
ईमेल: cs@maksgenerators.com; फोन क्रमांक: +९१-२०-२६१११५००,
वेबसाइट: www.maksgenerators.com

सूचना

सूचना देण्यात येते की कंपनीच्या सदस्यांची १६ वी वार्षिक सर्वसाधारण सभा ("एजीएम") बुधवार दि.२३ सप्टेंबर २०२६ रोजी सकाळी ११.०० वा. (भाप्रवे) हॉल क्र. ५ , ५०५ अ आणि ब विंग, ५ वा मजला, एमसीसीआयए ट्रेड टॉवर, सेनापती बापट रोड, पुणे- ४११०१६. येथे भौतिक स्वरूपात आयोजित करण्यात येणार आहे. यामध्ये सूचनेमध्ये दिलेला व्यवसाय व्यवहार करण्यात येईल. वरील सूचना आणि आर्थिक वर्ष २०२५-२६ चा वार्षिक अहवाल हे २९.०८.२०२६ रोजी, २८.०८.२०२६ रोजी कंपनीचे सदस्य असलेल्या भागधारकांना त्यांच्या नोंदणीकृत ई-मेल पत्त्यावर ई-मेलद्वारे पाठविण्यात आले आहेत.

कंपनीचा एजीएम सूचना आणि आर्थिक वर्ष २०२५-२६ साठीचा वार्षिक अहवाल कंपनीच्या वेबसाइटवर www.maksgenerators.com आणि एनएसई लिमिटेडच्या वेबसाइटवर www.nseindia.com उपलब्ध आहे.

यासोबतच, कंपनी अधिनियम, २०१३ ("अधिनियम") च्या कलम ९१ नुसार, सदस्य नोंदणी आणि शेअर हस्तांतरण पुस्तक १७.०९.२०२६ ते २३.०९.२०२६ या कालावधीत (दोन्ही दिवस समाविष्ट) बंद राहणार आहे.

अधिनियमाच्या कलम १०८ आणि कंपन्या (व्यवस्थापन आणि प्रशासन) नियम, २०१४, तसेच सेबी सूचीबद्ध नियम ४४ आणि सेबी परिपत्रक दिनांक ११ जुलै २०२३ यांच्या अनुसार सदस्यांना सूचित करण्यात येते की:

१) कंपनीने आपल्या सदस्यांना एजीएम सूचनेत नमूद केलेल्या प्रस्तावांवर इलेक्ट्रॉनिक पद्धतीने मतदान करण्यासाठी ई-वोटिंग सुविधा उपलब्ध करून दिली आहे आणि एनएसडीएलला १६ व्या एजीएमसाठी ई-वोटिंग सेवा प्रदाता म्हणून नियुक्त केले आहे.
२) ई-वोटिंग कालावधी २०.०९.२०२६ रोजी सकाळी ९:०० (आयएसटी) पासून सुरू होईल आणि २२.०९.२०२६ रोजी सायंकाळी ५:०० (आयएसटी) पर्यंत चालेल. त्यानंतर, ई-वोटिंग मॉड्यूल निष्क्रिय केले जाईल.
३) ई-वोटिंगसाठी वापरकर्ता आयडी आणि पासवर्ड ईमेलमध्ये पाठविण्यात आले आहे. सदस्यांचे मतदानाचे हक्क कट-ऑफ दिनांक म्हणजेच १६.०९.२०२६ रोजी त्यांच्या भांडवलाच्या प्रमाणात असतील. एकदा सदस्याने मतदान केल्यावर, त्यास नंतर बदलता येणार नाही.
४) एजीएमला उपस्थित राहणाऱ्या सदस्यांसाठी, ज्यांनी रिमोट ई-वोटिंगद्वारे मतदान केले नाही, त्यांच्यासाठी एजीएमदरम्यान वोटिंगची सुविधा देखील उपलब्ध आहे. तथापि, ज्यांनी आधीच रिमोट ई-वोटिंगद्वारे मतदान केले आहे, ते एजीएमला उपस्थित राहू शकतात परंतु त्यांना मतदानाचा अधिकार नाही.
५) सदस्य फक्त एकाच पद्धतीने मतदान करू शकतात म्हणजेच रिमोट ई-वोटिंगद्वारे किंवा एजीएम दरम्यान ई-वोटिंगद्वारे. जर एखाद्या सदस्याने एकाहून अधिक पद्धतीने मतदान केले असेल, तर रिमोट ई-वोटिंगद्वारे केलेले मतदान वैध मानले जाईल.
६) कोणत्याही व्यक्तीने, ज्याने कंपनीचे शेअर्स विकत घेतले आहेत आणि वार्षिक अहवाल पाठविल्यानंतर शेअरहोल्डर बनले आहे, आणि कट-ऑफ दिनांक म्हणजेच १६.०९.२०२६ रोजी शेअर्स धारण केलेले आहेत, त्यांनी ई-मतदानासाठी लॉगिन आयडी आणि पासवर्ड मिळविण्यासाठी evoting@nsdl.com येथे विनंती पाठवू शकतात.

कुठल्याही प्रश्नांसाठी, कृपया www.evoting.nsdl.com वर शेअरधारकांसाठी एफएक्यूज आणि ई-वोटिंग वापरकर्ता मार्गदर्शक पहा. तुम्ही आम्हाला ०२२-४८८६ ७००० वर संपर्क करू शकता किंवा अभिजीत गुंजाळ, व्यवस्थापक, एनएसडीएल, ४था मजला, 'ए' विंग, ट्रेड वर्ल्ड, कमला मिल्स कंपाऊंड, सेनापती बापट मार्ग, लोअर परेल, मुंबई ४०००१३ यांना evoting@nsdl.com वर ईमेल करू शकता.

मॅक्स एनर्जी सोल्यूशन्स इंडिया लिमिटेड
स्वाक्षरी
विशाल नढे
कंपनी सचिव व अनुपालन अधिकारी

स्थळ: पुणे
२८.०८.२०२६

सेन्ट्रल बँक ऑफ इंडिया
Central Bank of India

सेन्ट्रल बँक ऑफ इंडिया

क्षेत्रीय कार्यालय: ३१७, एम. जी. रोड, पुणे ०१.
फोन: २६१३१६११ ते १७, २६१३१८००

वस्तू हलविण्या संबंधी नोटीस

प्रति-

१) श्री. शैलेन्द्र सत्यनारायण चव्हाण (कर्जदार)
रा. फ्लॅट क्र.३०३, एफ बिल्डींग, तिसरा मजला, बालाजी निसर्ग, शिरसवाडी, गट नं. ४८, वाडे बोलाई, ता. हवेली, जि. पुणे ४१३११४
३३ चंदन नगर, खराडी, पुणे ४११०१४,
९६ श्रीराम नगर उज्जैन मध्य प्रदेश ४५६०१०

२) श्रीमती स्मिता शैलेन्द्र चव्हाण (सहकर्जदार), रा. फ्लॅट नं.३०३, एफ बिल्डींग तिसरा मजला, बालाजी निसर्ग शिरसवाडी, गट. नं.४८, वाडे बोलाई, ता. हवेली, जि. पुणे ४१३११४ ३३ चंदन नगर, खराडी, पुणे ४११०१४,
९६ श्रीराम नगर, उज्जैन मध्य प्रदेश ४५६०१०
ई मेल: shailendra8178@gmail.com
मोबा.०९६३०२०७७३९

विषय: आपले एनपीए सेंट होम,कर्जखाते क्र. ३२५३५०५९६६ फ्लोट अप रु.८.३० लाख.

आपणास कल्पना आहेच की तुमच्या कर्जखात्यासंबंधात वसुलीसाठी सरफेसी कायद्यांअंतर्गत बँकेने पावले उचलली आहेत आणि त्याचाच भाग म्हणून आपल्या बँकेकडे तारण दिलेल्या मिळकतीचा म्हणजे **फ्लॅट क्र.३०३, एफ बिल्डींग, तिसरा मजला, बालाजी निसर्ग,** शिरसवाडी, गट क्र.४८, गाव वाडे बोलाई, उरुळी कांचन रस्ता, ता. हवेली जि. पुणे ४१३४११ ता मिळकतीचा **दिनांक ०९.०६.२०२१ रोजी ताबा घेतलेला आहे**. सदर मिळकतीचा ताबाघेते प्रसंगी केलेल्या पंचनाम्यात आढळून आले आहे की सदर तारण मिळकतीत काही चीजवस्तु आहेत की ज्या बँकेला दिलेल्या तारणाचा भाग नाहीत, त्या तिथे असल्यामुळे बँकेला त्या सांभाळण्यासाठी व जागा अडल्यामुळे खर्च येत आहे.

आपणास ही अंतिम नोटीस/सूचना देण्यात येते की ही नोटीस प्रसिध्द झाल्यापासून **सात दिवसांचे** आत आपण सदर, बँकेस तारण न दिलेल्या, परंतु बँकेने ताबा घेतलेल्या मिळकतीत पडून आहेत त्या, बँकेने त्यावर केलेल्या खर्चाची भरपाई करुन सदर मिळकतीतून हलवाव्यात. आपण कोणत्या दिवशी सदर चीजवस्तु ताब्यात घेऊन हलविणार आहात त्याबाबतची पूर्वसूचना बँकेस द्यावी.

कृपया नोंद घ्यावी की आपण वर दिलेल्या मुदतीत सदर चीजवस्तु ताब्यात घेऊन हलविल्या नाहीत, तर त्या वस्तुंच्या सुरक्षेची कोणतीही जबाबदारी बँकेवर असणार नाही आणि जर आपण सदर वस्तु वरील मुदतीत हलविण्यास असमर्थ ठरलात तर बँक योग्य वाटेल त्या प्रकारे, लिलाव/विक्री इ. करेल आणि त्याचा खर्चही आपणाकडून वसुल केला जाईल. यानंतर यासंदर्भात कोणतीही सूचना/नोटीस दिली जाणार नाही याची नोंद घ्यावी.

दिनांक : ३०.०८.२०२६
ठिकाण : पुणे

(मजकूरात संदिग्धता असल्यास इंग्रजी मजकूर ग्राह्य मानावा)

अधिकृत अधिकारी
सेन्ट्रल बँक ऑफ इंडिया

सीएफएम ॲसेट रिकन्स्ट्रक्शन प्रायव्हेट लिमिटेड

CFM thoughtful regeneration
CIN: U67100GJ2015PTC083994

नोंदणीकृत कार्यालय : ''ब्लॉक क्र. ए/1003, वेस्ट गेट, वायएमसीए क्लब जवळ, सर्वे क्र. 835/1+3, एस. जी. हायवे, मकरबा, अहमदाबाद, 380051, गुजरात'' **कॉर्पोरेट कार्यालय :** पहिला मजला, वेकफील्ड हाऊस, स्प्रोट रोड, बॅलार्ड इस्टेट, मुंबई - 400038. **ईमेल :** chetan.rajpurohit@cfmarc.in, **फोन : 079-66118554 आणि 079-6611855, मोबाईल : 9892816471**

परिशिष्ट-IV-A [नियम 8 (6) ची तरतूद पाहावी]
अचल मालमत्तेच्या विक्री करीता विक्री सूचना

सिक्युरिटी इंटरेस्ट (एनफोर्समेन्ट) रुल्स, 2002 मधील नियम 8(6) च्या तरतुदीसह वाचण्यात येणाऱ्या सिक्युरिटायझेशन अँड रिकन्स्ट्रक्शन ऑफ फायनॅन्शिअल ॲसेट्स अँड एनफोर्समेन्ट ऑफ सिक्युरिटी इंटरेस्ट ॲक्ट, 2002 अंतर्गत स्थावर मालत्तांच्या विक्रीसाठी ई-लिलाव विक्री सूचना.

सीएफएम ॲसेट रिकन्स्ट्रक्शन प्रायव्हेट लिमिटेड ('सीएफएम-एआरसी') (सीएफएम एआरसी ट्रस्ट-112 चे विश्वस्त म्हणून कार्यरत असणारे) यांनी दिनांक 09.01.2023 च्या नोंदणीकृत असाइनमेंट कराराद्वारे उक्त कायद्याच्या कलम 5 अंतर्गत आणि सदर असाइनमेंट कराराच्या आधारे, **श्री. विशाल भीमराव गायकवाड आणि इतर (कर्जदार आणि सह कर्जदार)** यांच्या अंतर्निहित सिक्युरिटीजसह संपूर्ण थकित कर्ज ताब्यात घेतले आहे आणि निडो होम फायनान्स लिमिटेड (पूर्वीचे एडलवाईस हाऊसिंग फायनान्स लिमिटेड म्हणून ओळखले जाणारे) यांनी अंतर्निहित सिक्युरिटीज आणि हमीसह सर्व अधिकार, शीर्षक आणि हितसंबंध सीएफएम-एआरसी यांच्या नावे केलेले आहेत.

याद्वारे कर्जदार व जामीनदार आणि सर्व लोकांना सूचित करण्यात येते की सुरक्षित धनको कडे तारण / भारग्रस्त असलेल्या खालील वर्णनाच्या अचल मालमत्तांचा (सुरक्षित मत्ता) सीएफएम-एआरसी च्या प्राधिकृत अधिकारयांनी दि. 17-08-2026 रोजी प्रत्यक्ष ताबा घेतलेला असून त्यांची **श्री. विशाल भीमराव गायकवाड (कर्जदार आणि गहाणदार), सौ. मोनिका विशाल गायकवाड (सह-कर्जदार) यांचेकडून सुरक्षित धनकोस दि. 23.05.2022 रोजी नुसार देय असलेल्या रक्कम रु. 39,57,770/- (रुपये एकोणचाळीस लाख सत्तावन्न हजार सातशे सत्तर फक्त) सोबत त्यावरील पुढील व्याज, इतर शुल्क आणि खर्च या वसुलीसाठी दि. 06 ऑक्टोबर 2026 रोजी "जशी आहे जेथे आहे", "जशी आहे जे काही आहे", "तेथे जे काही आहे" आणि "उपाय नाही" तत्त्वावर विक्री करण्यात येईल.**

मालमत्तेची आरक्षित किंमत आणि बयाणा रक्कम ठेव खाली दिली आहे :-

अनामत मालमत्तेचे वर्णन	पुढील मालमत्तेचे सर्व खंड आणि तुकडे; (1) फ्लॅट क्र. 3 मोजमाप क्षेत्रफळ 604 चौ फू म्हणजे 56.13 चौ मी (विक्रीयोग्य बिल्ट-अप क्षेत्रफळ) सोबत 'सुश्रुत रेसिडेन्सी' म्हणून ओळखल्या जाणाऱ्या योजनेतील विंग क्र. एफ मधील पहिल्या मजल्यावर टेरेस, जमीन संबंधित सर्व्हे क्र. 41 हिस्सा क्र. 1/1 यावर बांधलेले, गाव नऱ्हे, तालुका हवेली, जिल्हा पुणे येथे स्थित, **चतुःसीमा पुढीलप्रमाणे:** पूर्वः पॅसेज, पश्चिमः खुली जागा, उत्तरः संलग्न फ्लॅट, दक्षिणः संलग्न फ्लॅट. (2) फ्लॅट क्र. 4 मोजमाप क्षेत्रफळ 604 चौ फू म्हणजे 56.13 चौ मी (विक्रीयोग्य बिल्ट-अप क्षेत्रफळ) सोबत 'सुश्रुत रेसिडेन्सी' म्हणून ओळखल्या जाणाऱ्या योजनेतील विंग क्र. एफ मधील पहिल्या मजल्यावर टेरेस, जमीन संबंधित सर्व्हे क्र. 41 हिस्सा क्र. 1/1 यावर बांधलेले, गाव नऱ्हे, तालुका हवेली, जिल्हा पुणे येथे स्थित, **चतुःसीमा पुढीलप्रमाणे:** पूर्वः पॅसेज, पश्चिमः खुली जागा, उत्तरः खुली जागा, दक्षिणः संलग्न फ्लॅट.
सुरक्षित कर्ज	दि. 23.05.2022 रोजी नुसार देय असलेल्या रक्कम **रु. 39,57,770/-** (रुपये एकोणचाळीस लाख सत्तावन्न हजार सातशे सत्तर फक्त) सोबत सदर रक्कम पूर्णपणे भरल्याच्या तारखेपर्यंत पुढील व्याज, दंडात्मक व्याज तसेच सर्व खर्च, शुल्क आणि इतर बाबींसह, वसुली असल्यास वजा करून.
आरक्षित किंमत (आ. किं.)	**रु. 72,00,000/-** (रुपये बाहत्तर लाख फक्त).
बयाणा रक्कम	**रु. 7,20,000/-** (रुपये सात लाख वीस हजार फक्त)
ई-लिलावासाठी वेळ : दिनांक : ठिकाण	**वेबसाइटद्वारे ई-लिलाव / बोली (https://www.bankeauctions.com) दि. 06.10.2026 - वेळ : सकाळी 11.00 ते दुपारी 12.00 वा.**
पाहणी :	प्राधिकृत अधिकाऱ्याच्या पूर्व सल्लामसलत सह
बोली सादर करण्याची शेवटची दिनांक	दि. 05.10.2026 रोजी संध्याकाळी 5:00 वाजता किंवा त्यापूर्वी
संपर्क :	**डॉ. चेतन राजपुरोहित- 9892816471 ईमेलः chetan.rajpurohit@cfmarc.in**

असल्यास, बोजे : सुरक्षित धनकोस ज्ञात नाहीत

बोलीदारांनी ई-लिलावात सहभागी होण्यासाठी आपापल्या बोली सादर करण्याअगोदर संबंधी मालमत्तेच्या ई-लिलाव / विक्रीच्या अटी व शर्तीच्या तपशीलासाठी कृपया सुरक्षित धनकोच्या वेबसाईटवर म्हणजे **https://www.cfmarc.in** येथे दिलेली लिंक पाहावी.

बोलीदार **https://www.bankeauctions.com** या वेबसाईटला किंवा **सेवा पुरवठादार मे. सी1 इंडिया प्रायव्हेट लिमिटेड यांच्याशी भेट देऊ शकतात. बोलीदार सहायता क्र.: 0124-4302020/ 21 / 22, +91 7291981124 / 1125 / 1126; ईमेल: support@bankeauctions.com; श्री. भाविक पंड्या, संपर्क क्र. +91 8866682937, Maharashtra@c1india.com वर संपर्क साधू शकतात.**

ही 30 दिवसांची सूचना आपणा सर्वांना सरफेसी अधिनियम 2002 अंतर्गत सरफेसी नियमांच्या कलम 13(8) आणि नियम 8, उपनियम 6 च्या अनुपालनात देण्यात येत असून याद्वारे त्यांना वर नमूद दिनांक व वेळी वर नमूद अनामत मालमत्तेची विक्री / लिलाव करण्यात येणार असल्याबाबत कळविण्यात येत आहे. त्यांची इच्छा असल्यास ते लिलावासाठी नियोजित वेळेच्या अगोदर वर नमूद थकबाकी व देय रकमेची पुढील व्याज व इतर शुल्कांसह परतफेड करून मत्ता सोडवून घेऊ शकतात. भरण्यात कसूर केल्यास, प्राधिकृत अधिकारी / सुरक्षित धनकोने ठरविल्यास सर्व किंवा काही अनामत मालमत्तांची सिक्युरिटी इंटरेस्ट (एनफोर्समेंट) रुल्स, 2002 मधील नियम 8 (5) अंतर्गत विहित केलेल्या कोणत्याही पद्धतीने विक्री करण्यात येईल.

दिनांक : 30.08.2026
ठिकाण : पुणे

स्वा./- प्राधिकृत अधिकारी
सीएफएम ॲसेट रिकन्स्ट्रक्शन प्रा. लि.
सीएफएमएआरसी ट्रस्ट-112 चे विश्वस्त म्हणून काम पाहणारे

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firstcry .com

BRAINBEES SOLUTIONS LIMITED

Registered Office: Rajashree Business Park, Survey No. 338, Next to Sohrab Hall, Tadiwala Road, Pune 411 001, Maharashtra, India
Contact No.: +91-8482989157 **E-mail ID:** companysecretary@firstcry.com **Website:** www.firstcry.com **CIN:** L51100PN2010PLC136340

Form- PAS-1

[Pursuant to Section 27(1) of the Companies Act, 2013 and Rule 7(2) of the Companies (Prospectus and Allotment of Securities) Rules, 2014]

Advertisement giving details of notice of special resolution for varying the terms of any contract referred to in the prospectus or altering the objects for which the prospectus was issued

Corporate Identification Number (CIN) - L51100PN2010PLC136340
Name of the Company: BRAINBEES SOLUTIONS LIMITED **("the Company" / "Brainbees")**
Registered Address: Rajashree Business Park, Plot No. 114, Survey No. 338, Tadiwala Road, Nr. Sohrab Hall, Pune – 411001

PUBLIC NOTICE

Notice is hereby given that by a resolution dated **August 13, 2026**, the Board has proposed the variation in the objects of the Initial Public Offering (**"IPO"**) and extension of timeline for utilisation of the unutilised proceeds of IPO referred to in the Prospectus dated August 08, 2024 (**"Prospectus"**), issued in connection with IPO of 90,194,432 equity shares of face value of Rs. 2/- each for cash at a price of Rs. 465.00 per equity share (a discount of Rs. 44/- per equity share was offered to eligible employees bidding in the employee reservation portion) aggregating to Rs. 41,937.28 Million comprising a fresh issue of 3,58,34,699 equity shares of face value Rs. 2/- each aggregating to Rs. 16,660.00 Million (the **"Fresh Issue"**) and an offer for sale of 5,43,59,733 equity shares of face value Rs. 2/- each aggregating to Rs. 25,277.28 Million.

In pursuance of the said resolution, further notice is given that for approving the said proposition, a special resolution is proposed to be passed at the Sixteenth (16^{th}) Annual General Meeting (**"AGM"**) of the Members of the Company, scheduled to be held on Tuesday, September 22, 2026, at 04:00 P.M. (Indian Standard Time), through Video Conferencing / Other Audio - Visual Means.

The details regarding such variation in the objects of the IPO (including amendments in the existing objects) and extension of timeline for utilisation of the unutilised proceeds of IPO are as follows -

1. **Particulars of the terms of the contract to be varied or objects to be altered:**

   a. **Proposed amendments in the existing objects of the IPO:**

   The Company has proposed the amendment in the existing objects of the IPO as stated in the Prospectus, as under:

Object No.	Existing Object	Proposed Amended Object
Object I(b)	Setting up a warehouse in India	Setting up of new warehouses in India
Object V	Investment in our Subsidiary, Globalbees Brands Private Limited (**"Globalbees Brands"**) towards acquisition of additional stake in our step-down Subsidiaries *(Note: This object was restricted to investment in specific step-down subsidiaries as mentioned in the Prospectus)*	Investment in our Subsidiary, Globalbees Brands towards acquisition of additional stake in any of our existing step-down Subsidiaries *(Note : Through this amendment, the object is now covering investment in any of the existing step- down subsidiaries)*

   b. **Proposed reallocation of unutilized proceeds of IPO within the existing objects:**

   The Company has proposed the variation in the objects of the IPO by reallocation of the unutilized proceeds of the IPO, within the existing objects, as under:

(In Rs. Million)

Sl. No.	Objects stated in the Prospectus	Amount proposed to be reallocated from Objects mentioned in the Prospectus	Amount proposed to be reallocated to the following Objects			
			Object III (a) – Setting up new modern stores under the FirstCry brand and other home brands of our Company	Amended Object I(b) – Setting up of new warehouses	Object VII – Technology and data science cost including cloud and server hosting related costs	Object VI – Sales & marketing initiatives
1	Object I(a) – Setting up new modern stores under the 'BabyHug' brand, in India	-840.81	840.81	-	-	-
2	Object IV(b) – Setting up warehouse(s) in KSA	-614.51	-	421.29	193.22	-
3	Object IV(a) – Setting up new modern stores in KSA	-706.78	-	-	256.78	450.00
	Total	**-2,162.10**	**840.81**	**421.29**	**450.00**	**450.00**

   c. **Proposed extension of the time limit for utilisation of the unutilized proceeds of IPO:**

   The Company has proposed the extension of the time limit for use of unutilized proceeds of IPO towards all the objects (including the proposed amended objects) by Financial Year 2028-29.

2. **Particulars of the proposed variation/alteration:**

   Please refer to the explanation given in point no. 1 above.

3. **Reasons/justification for the variation:**

   The reasons / justification for seeking variation in the objects of the IPO are detailed hereunder:

   a) **Reallocation of unutilised IPO Proceeds from the object of *'Setting up new modern stores under the 'BabyHug' brand'* to the Object of *'Setting up new modern stores under the FirstCry brand and other home brands of our Company'* :**

   In view of the evolving customer preferences, the changing retail landscape and the business considerations, the Company proposes to reallocate the unutilised IPO Proceeds from the existing object of setting up new modern stores under the 'BabyHug' brand towards setting up new modern stores under the 'FirstCry' brand through investment in our wholly owned subsidiary **Digital Age Retail Private Limited.**

   Over the last few years, customer shopping behaviour has evolved significantly. Parents increasingly prefer a one-stop destination where they can access BabyHug alongside other leading national and international brands in various categories including toys, fashion, feeding, nursery and maternity products. A FirstCry-format store caters to these broader shopping missions much better than a single-brand format. Hence, from a business standpoint, a multi-brand format also allows us to improve productivity per square foot, increase basket size, drive higher customer frequency and better leverage our omni-channel ecosystem.

   Secondly, BabyHug products today account for a significant share of sales even within our FirstCry stores. In FY26, our home brand constituted approx. 58% of the total India Multi-channel GMV*. The India Multi-channel GMV* for FY26 was Rs. 97,833 Million. Therefore, by allocating capital from expansion of BabyHug Company owned stores to expansion of FirstCry Company owned stores, we are providing customers with a wider assortment while continuing to showcase BabyHug prominently.

   *(*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 in India, 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.)*

   The reallocation of IPO Proceeds from modern stores of BabyHug COCO stores to modern stores of FirstCry COCO stores represents only a change in the store format, with the broader objective of driving revenue growth through expansion of the Company's offline retail network remaining unchanged.

   Considering the above factors, the Company believes that reallocating the unutilised IPO Proceeds towards the FirstCry format would enable more effective utilisation of the funds and is therefore proposing the aforesaid change in the object of the IPO Proceeds for the approval of the Members of the Company.

   b) **Reallocation of unutilised IPO Proceeds from the Object of *'Investment in our Subsidiary, FirstCry Trading for overseas expansion by: (i) setting up new modern stores; and (ii) setting up warehouse(s), in KSA'*:**

   The Company has reviewed the capital requirements of its international business in light of evolving market conditions, competitive dynamics and business priorities. In view of the competitive intensity in the middle-east market since Q3 of FY2024-25, the Company has adopted a more focused approach towards sustainable growth. The management is of the view that the infrastructure capacity in KSA is adequate to cater to the anticipated growth in the business, thereby reducing the immediate requirement for further capital deployment towards expansion. Accordingly, the requirement for the balance unutilised IPO Proceeds allocated for this object has reduced. Any future expansion in KSA, if required based on market conditions and business requirements, will be funded through internal accruals.

   In view of the above, the Company proposes to reallocate the unutilised IPO Proceeds towards setting up new warehouses in India, Technology & data science costs for India business and Sales & marketing initiatives for India business (more specifically defined in the table under point no. 4), enabling more effective utilisation of the funds in line with the Company's current business priorities.

   c) **Reallocation of unutilised IPO Proceeds towards the Object of *'Setting up of new warehouses in India'*:**

   The reallocation of the IPO Proceeds towards the amended Object for Setting up of new warehouses in India, is aimed at the Company's current operational priorities and long-term growth strategy by optimising the deployment of capital, as the Company has reviewed its infrastructure requirements in line with the growth of its business and evolving operational needs. While the Prospectus contemplated investment in warehousing infrastructure, the Company has re-assessed that establishing additional warehouses would better support its expanding wholesale, retail and omni-channel operations through enhanced inventory management, faster order fulfilment with the Company's Qwik initiative and improved supply chain efficiencies.

   These warehouses will be leased warehouses and the IPO Proceeds will be used for acquiring assets required to make the warehouses operational which primarily comprises of, but not limited to racking systems, process furniture, pallet and hand pallet trucks, PPE storage bins, electrical works and IT assets and IT network.

   d) **Reallocation of unutilised IPO Proceeds towards the Object of *'Sales and marketing initiatives'* for India Business:**

   The reallocation of the unutilised IPO Proceeds towards sales and marketing initiatives represents a more effective and value-enhancing utilisation of the funds, in line with the Company's current growth priorities and the opportunity to further strengthen customer acquisition, retention and engagement. Such deployment will enhance brand visibility and enable the Company to effectively capitalise on growth opportunities across its omni-channel platform.

   The Company intends to continue investing in targeted digital and brand marketing initiatives, including performance advertising, social media, personalised campaigns and other customer outreach activities, to strengthen customer engagement, expand its market position and drive sustainable growth.

   The advertising and sales promotion expenses incurred by our Company for the last three financial were as follows:

(In Rs. Million)

Particulars of Advertising and Sales Promotion Expenses		
FY 2023-24	FY 2024-25	FY 2025-26
1,837.66	2,083.58	2,369.49

   e) **Reallocation of unutilised IPO Proceeds towards the Object of *'Technology and data science cost including cloud and server hosting related costs'* for India Business**:

   The reallocation of the unutilised IPO Proceeds towards technology and data science initiatives will enable the Company to align its funds with its current business priorities and support the continued growth of its online and omni-channel businesses. Increased investment in technology, data analytics, Artificial Intelligence (AI), Machine Learning (ML), cloud infrastructure and cyber security will strengthen the Company's digital infrastructure, enhance customer experience, improve operational efficiency and enable better data-driven decision-making. Accordingly, the proposed reallocation will facilitate more effective utilisation of the IPO Proceeds towards areas that are critical to the Company's future growth and scalability.

   The Company intends to use the funds towards strengthening its technology platform, including cloud infrastructure, AI and ML capabilities, data science, software development, cyber security and other IT initiatives. These investments will support better demand forecasting, inventory and supply chain optimisation, personalised customer experiences, automation and improved operational efficiencies. By strengthening these capabilities, the Company expects to enhance the scalability and resilience of its digital ecosystem, improve unit economics and support sustainable growth across its businesses.

   Expenses on technology and expenses on cloud infrastructure, software development and other information technology related expenses incurred by our Company for the last three years were as follows:

(In Rs. Million)

Particulars of Technology costs and Expenses on Cloud Infrastructure, Software Development and other Information Technology related expenses		
FY 2023-24	FY 2024-25	FY 2025-26
235.94	309.14	284.51

   f) **Investment in our Subsidiary, Globalbees Brands Private Limited ('Globalbees Brands') towards acquisition of additional stake in any of our existing step-down Subsidiaries:**

   The Company has allocated Rs. 1,690 Million from the IPO Proceeds for investment into Globalbees Brands towards acquisition of additional stake in our step-down Subsidiaries i.e., Frootle India Private Limited (**'Frootle'**), Plantex E-commerce Private Limited (**'Plantex'**) and Encasa Homes Private Limited (**'Encasa'**). The Company has already utilised an amount of Rs. 1,048.11 Million till date to acquire an additional stake of 23% in Frootle and 10% in Plantex, taking up the shareholding to 70.28% in Frootle and 70% in Plantex, on a fully diluted basis.

(In Rs. Million)

Sr. No.	Particulars	Amount
1	Original amount allocated under the Object	1,690.00
2	Amount utilised till date	1,048.11
3	Unutilised Amount	641.89

   The amount already utilised has been deployed in accordance with the Object disclosed in the Prospectus. There is no proposal to vary, reallocate or otherwise modify the utilization. The present proposal relates only to the manner in which the balance unutilised amount of Rs. 641.89 Million may be deployed within the same object.

   Globalbees Brands operates a diversified house-of-brands platform and has controlling stake in several companies engaged across various consumer product categories. Since the time of the IPO, the business scale, financial performance, funding requirements, strategic priorities and capital allocation requirements of the various businesses forming part of the Globalbees Brands portfolio have evolved. The revenue from operations and adjusted EBITDA of Globalbees Brands on a consolidated basis for the last three financial years were as under :

(In Rs. Million)

Sr. No.	Particulars	Amount		
		FY 2023-24	FY 2024-25	FY 2025-26
1	Revenue from Operations	12,093	15,777	18,943
2	Adjusted EBITDA	23	221	559
3	Adjusted EBITDA%	0.2%	1.4%	3%

   The original allocation under the Object was specifically linked to acquisition of additional stakes in Frootle, Plantex and Encasa based on the contractual arrangements, business requirements, estimates and circumstances prevailing at the time of filing the Prospectus.

   Subsequent to the IPO and based on developments thereafter, including investments already undertaken, the funding requirements of the identified entities/brands, their respective business plans, performance and capital requirements, the Company and Globalbees Brands have reassessed the optimal deployment of the balance amount.

   The Board believes that restricting the deployment of the entire unutilised amount solely to the three entities specifically identified at the time of the IPO may not provide Globalbees Brands with adequate flexibility to allocate capital amongst its portfolio companies based on their respective business requirements, performance, growth prospects and strategic importance.

   Accordingly, the Company proposes to provide Globalbees Brands greater flexibility to utilise the unutilised amount towards acquisition of additional stake in any of its existing step-down subsidiaries, instead of restricting such utilisation only to Frootle, Plantex and Encasa.

4. **Effect of the proposed variation/alteration on the financial position of the Company:**

   The proposed variation and extension of the utilisation timeline are intended to enable more efficient deployment of the unutilised IPO Proceeds in line with the Company's current business requirements and strategic priorities. The proposed reallocation would provide the Company with greater flexibility to deploy capital towards areas including expansion of its warehousing and retail network, sales and marketing initiatives and technology investments.

   The financial impact of the proposed variation on the earnings and cash flows of the Company cannot be precisely quantified at this stage and will depend, inter-alia, on the timing and manner of deployment of the IPO Proceeds, business performance and prevailing market conditions. However, the Board believes that the proposed variation would facilitate optimal utilisation of the IPO Proceeds and support the Company's medium to long-term growth and operating objectives.

5. **Major Risk factors pertaining to the new Objects:**

   While no entirely new object is being introduced, the varied objects remain subject to execution and business risks. These include delays or cost overruns in commissioning additional leased warehouses and related assets; the possibility that incremental sales and marketing expenditure may not generate the anticipated customer acquisition or retention benefits; technology implementation, cybersecurity and obsolescence risks; and the risk that additional investments by Globalbees Brands in its existing step-down subsidiaries may not generate the anticipated strategic or financial returns. The Company will evaluate deployment under the varied objects in accordance with its internal approval processes and applicable law.

6. **Names of Directors who voted against the proposed variation/alteration:**

   None of the Directors on the Board of the Company has voted against the proposed variation/ alteration.

Any interested person may obtain the copy of the special resolution along with the explanatory statement free of charge at the registered office of the Company or visit the website of the Company https://www.firstcry.com/investor-relations/agm-annual-general-meetings and the website of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited, where the equity shares of the Company are listed.

By the Order of the Board of Directors of
Brainbees Solutions Limited

sd/-
Mandar Joshi
Company Secretary & Compliance Officer

Place: Pune
Date: August 29, 2026