

FC/SE/2026-27/52

October 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

Subject: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Ref: Intimation of acquisition made by Globalbees Brands Private Limited, a material subsidiary of Brainbees Solutions Limited (“the Company”)

Dear Sir/Ma’am,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that pursuant to the Shareholders Agreement dated July 21, 2022, Globalbees Brands Private Limited (“**Globalbees**”), a material subsidiary of the Company, has today acquired additional stake in JW Brands Private Limited, a step-down subsidiary of the Company.

The details as required under SEBI Master Circular dated January 30, 2026, bearing reference no. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026, are given as under: -

Sr. No.	Particulars	JW Brands Private Limited
1.	Name of the target entity, details in brief such as size, turnover etc.;	<p>JW Brands Private Limited (“JW Brands”), was incorporated in India on February 07, 2020, and is engaged in the business of selling watches and jewellery under the brands “Joker & Witch”, “Bewitched” and “Teejh”.</p> <p>History of last 3 years’ turnover: 2025-26: INR 105.53 Crores 2024-25: INR 97.32 Crores 2023-24: INR 57.68 Crores</p> <p>Latest Financial Parameters: FY 2025-26: Turnover: INR 105.53 Crores Net worth: INR 40.14 Crores</p>
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest	Yes, the same will be at arm’s length and the group companies and the Directors & KMP have no interest in JW Brands except to the extent of their shareholding and common directorship.

Brainbees Solutions Limited

CIN: L51100PN2010PLC136340

Corporate/Registered Office:- Rajashree Business Park, Plot No. 114, Survey No. 338, Tadiwala Road, Nr. Sohrab Hall, Pune – 411001 **Contact:** +91-8482989157 **Email Id:** legal@firstcry.com **Website:** www.firstcry.com

	and details thereof and whether the same is done at “arm’s length”;	
3.	Industry to which the entity being acquired belongs;	Jewellery and Fashion Accessories
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Globalbees has acquired 14.23% additional shareholding from other existing shareholders of JW Brands, the existing subsidiary of Globalbees. Pursuant to the said transaction, the shareholding of Globalbees has been increased from 75.10% to 89.33% in JW Brands.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
6.	Indicative time period for completion of the acquisition;	October 30, 2026
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Cash
8.	Cost of acquisition and/or the price at which the shares are acquired;	INR 18.68 Crore
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	The percentage of additional shareholding acquired is 14.23%.
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Provided in Point 1 of this table.

Kindly take the above on your record and acknowledge receipt of the same.

Thanking you,

For Brainbees Solutions Limited

Mandar
Chintaman
Joshi

Digitally signed by Mandar
Chintaman Joshi
Date: 2026.10.30 19:41:51
+05'30'

Mandar Joshi

Company Secretary & Compliance Officer