



CUPID LIMITED

Manufacturer & Exporter of Male Condoms, Female Condoms,
Water based Lubricants & In Vitro Diagnostics (IVD) Kits

We Help The World Play Safe

Date: 2nd September, 2025

To,

Department of Corporate Services,

BSE LIMITED,

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

SCRIP CODE: 530843

The National Stock Exchange of India Ltd.

Exchange Plaza, 5th Floor, Bandra-Kurla

Complex, Bandra (East),

Mumbai --400051

Fax No. – 6641 8125 / 26

SCRIP CODE: CUPID

**Subject: - Press Release – Robust B2B Export Order Book & Encouraging
International Order Pipeline**

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited Robust B2B Export Order Book & Encouraging International Order Pipeline.

The above is for your information and dissemination to the stakeholders.

Thanking you.

For Cupid Limited

Saurabh V. Karmase

Company Secretary and Compliance Officer

Factory & Registered Office:

CIN No.: L25193MH1993PLC070846



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Cupid Limited Robust B2B Export Order Book & Encouraging International Order Pipeline

Mumbai, 2nd September, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID), – Cupid Limited, announced that its current B2B export order book is at \$11.50 Million US Dollars which is equivalent to ₹100 Cr plus, across three of its key products: Male condoms, Female condoms and Lubricants, which is scheduled to be executed in Q2 and Q3 of FY26.

These orders are from international government tenders in South Africa, Tanzania, and Kenya, as well as from international agencies WHO/UNFPA, NGOs like MSI and PSI.

In addition, Cupid's IVD Kits are witnessing strong traction in international markets, supported by steady B2B export orders from several African and Asian countries. The Company anticipates orders from European markets starting Q4 FY26, following the CE Certification of four IVD Kits.

Cupid Limited also anticipates significant female condom orders from Brazil having secured L1 in the recent tender comprising 6.25 million pieces valued at approximately ₹40 Cr with additional future orders expected from Brazil, along with new tender-based orders for Cupid female condoms from Tanzania, one of the largest markets in East Africa. These orders are anticipated in Q2 and Q3 of FY26.

These opportunities will be further augmented by regular orders under the new five-year South Africa tender, scheduled to commence in Q4 FY26, under which Cupid is eligible to supply 100% of the country's requirements for both female and male condoms.

WHO / UNFPA, NGOs, CIS private market orders, and consistent future orders from other international B2B markets are being pursued through multiple new country registrations and business development programs across Latin America, Europe, and Africa.

Simultaneously, the Cupid B2C FMCG Branded Business team is exploring new markets in the GCC, African Continent and Indian Subcontinent to expand the Cupid Branded Business into international geographies beyond India in FY26 and FY27.

Commenting on the development, Mr. Aditya Kumar Halwasiya, Chairman and Managing Director, Cupid Limited, stated, "Our current confirmed order book is the highest in the company's history from our Top 3 Products, this provides us very strong revenue visibility for the coming quarters. In addition, the expected female condom orders from Brazil, new tender opportunities in Tanzania, and commencement of the South Africa five-year tender will significantly enhance our international business. Alongside, the growing traction of our IVD Kits and our planned expansion into new B2C international markets position Cupid well for sustainable growth in FY26 and beyond."

About Cupid Limited

Established in 1993, CUPID Limited, India's premier manufacturer and brand of male and female condoms, water based personal lubricants, IVD kits, deodorants, perfumes, almond hair oil, body oils, petroleum jelly and other FMCG Products. The company operates with a strong commitment to public health and well-being, maintaining ethical business practices aligned with international standards.

In alignment with its strategic growth plans, the company has recently expanded its product offerings to include Fast-Moving Consumer Goods (FMCG) such as fragrance products (Eau De Perfumes, Deodorants, Pocket Perfumes), personal care items (Toilet Sanitizers, Hair & Body Oils, Hair Removal Sprays, Face Wash), and other wellness solutions.

In March 2024, the company completed a strategic land acquisition in Palava, Maharashtra, enabling it to amplify its production capacity by 1.5 times the existing output. As a result, the annual production capacity will be augmented by approximately 770 million male condoms and 75 million female condoms.

The company has a prominent presence in international markets and is the first company in the world to attain WHO / UNFPA pre-qualification for both male and female condoms.

CUPID currently exports its products to over 110 countries, with a substantial portion of its revenue generated from international markets.

Furthermore, CUPID has established a long-term agreement with WHO / UNFPA. The company is listed on BSE (BSE: 530843) and NSE (NSE: CUPID).

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information, Please Contact Corporate Communication Advisor



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