



CUPID LIMITED

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

We Help The World Play Safe

Date: 4th 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 – Cupid Limited Welcomes GST Rate Rationalization as a Big Boost to FMCG Growth

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited Welcomes GST Rate Rationalization as a Big Boost to FMCG Growth.

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



A-68, M.I.D.C. (Malegaon), Sinnar,
Nashik - 422113, Maharashtra, India



+91 2551 230280 / 230772
+91 7722009580



www.cupidlimited.com
info@cupidlimited.com



Cupid Limited Welcomes GST Rate Rationalization as a Big Boost to FMCG Growth

Mumbai, 4th September, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID), – Cupid Limited today welcomed the landmark recommendations of the 56th GST Council meeting, which announced sweeping reductions in Goods & Services Tax (GST) rates across a wide range of essential and consumer-focused products, effective September 22, 2025.

The Council's decisions, including reducing GST on key FMCG categories such as dairy products, chocolates, confectionery, juices, shampoos, soaps, hair oil, toothpaste, biscuits, and packaged foods, will significantly enhance affordability for the Indian consumer and accelerate the nation's consumption growth story.

As Cupid Limited is actively expanding its presence in the FMCG sector alongside its Diagnostic Kits offerings, these reforms will lower input costs, improve product accessibility, and catalyze volume growth.

Cupid's Hair and Body Oils, Face Wash, and IVD Diagnostic Kits will directly benefit from the GST rate reduction. This will also indirectly support the growth of Cupid's wider FMCG portfolio in India, leading to stronger consumer offtake across its entire basket of products.

The GST changes reinforce the company's strategic roadmap of expanding into Pan-India retail markets, building a strong consumer brand, and capturing share in high-growth categories.

Commenting on the development, Mr. Aditya Kumar Halwasiya, Chairman and Managing Director, Cupid Limited, said, *"The GST reforms are a game-changer for the consumer economy. By lowering the tax burden on essential and aspirational FMCG products, the government has put more purchasing power directly in the hands of Indian households. For Cupid Limited, this means our products can reach a wider audience at more attractive price points, while ensuring sustainable growth for our FMCG and Diagnostics verticals. We see this as not only a win for companies like ours, but also a win for the India Growth Story – driving higher demand, wider reach, and inclusive prosperity."*

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



Kirin Advisors Private Limited

Sunil Mudgal – Director

sunil@kirinadvisors.com

+91 98692 75849

www.kirinadvisors.com