



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 November, 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 Gets Maximum Allocation in South Africa's
5-Year National Female & Male Condoms Program; Procurement to Start from
December 2025**

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited Gets Maximum Allocation in South Africa's 5-Year National Female & Male Condoms Program; Procurement to Start from December 2025.

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 Gets Maximum Allocation in South Africa's 5-Year National Female & Male Condoms Program; Procurement to Start from December 2025

Mumbai, 4th November, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID), – Cupid Limited (“Cupid”), a global provider of wellness and public-health products, announced that it has secured a leading position in South Africa's five-year (2025–2030) national procurement program for Female Condoms (FC) and Male Condoms (MC). Based on allocation notifications shared with approved distributors, procurement is expected to commence from December 2025.

Allocation Details (Annual / Yearly):

Female Condoms (FC): 23.4 million units allocated to Cupid across approved SA distributors i.e. 59% share of the 40 million units / year allocated among all suppliers.

Male Condoms (MC): 0.77 million boxes / year (200 pcs / box) across variants i.e. equal to 153 million pieces / year.

Financial visibility for Cupid Limited (annual / indicative):

Female Condoms: USD 8.89 mn (Rs. 79 Crores Approx.)

Male Condoms: USD 4.09 mn (Rs. 36 Crores Approx.)

Total: USD 12.98 mn (Rs. 115 Crores Approx.)

Execution Readiness:

Cupid is in pole position to supply against these allocations and is:

- Coordinating closely with South African approved distributors for phased call-offs and distribution starting December 2025.
- Finalizing local labelling / artwork and pack variants (FC flavours: Strawberry / Vanilla / Caramel; MC flavours: Vanilla / Banana / Grape / Strawberry) as per tender specifications.
- Scheduling capacity blocks, QA lots, and logistics to support uninterrupted deliveries throughout FY26 and beyond.

Commenting on the development, Mr. Aditya Kumar Halwasiya, Chairman and Managing Director, Cupid Limited, stated, *"These allocations place Cupid at the forefront of South Africa's prevention program. We're working on the ground with our customers and the public-health system to ensure a smooth start in December 2025 and consistent supplies thereafter. This is the highest ever multi-year visibility milestone and a validation of our quality and reliability.*
This outcome will notably strengthen our international order pipeline and will allow us to exceed our annual guidance given previously. This further reinforces our conviction for the capacity expansion underway at Cupid.
I must thank the South African Authorities for reposing their faith in Cupid and we will work diligently to reaffirm their faith in us."

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