



# CUPID LIMITED

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

*We Help The World Play Safe*

Date: 9<sup>th</sup> 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, 5<sup>th</sup> Floor, Bandra-Kurla

Complex, Bandra (East),

Mumbai - 400051

Fax No. – 6641 8125 / 26

SCRIP CODE: CUPID

**Subject: - Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015 -  
Investment in Mansam Fragrance Brand, Saudi Arabia**

Dear Sir / Madam,

With reference to the captioned subject, we wish to inform you that Cupid Limited has entered into a Term Sheet to acquire a strategic stake in Mansam, a Saudi Arabian fragrance brand promoted by Key Notes Trading LLC, through a fund structure managed by GII Investment Management Limited.

Mansam, founded in 2022, is positioned as the first Arabian luxury fragrance brand with a vision for global expansion. This strategic investment will enable the Company to expand its presence in the lifestyle and consumer space, leveraging opportunities in the high-growth Middle Eastern luxury market.

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

Thanking you.

**For Cupid Limited**

**Saurabh V. Karmase**

**Company Secretary and Compliance Officer**

**CIN No.: L25193MH1993PLC070846**

**Factory & Registered Office:**



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