



# CUPID LIMITED

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

*We Help The World Play Safe*

Date: 15<sup>th</sup> July, 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: - Press Release – Cupid Limited Approves Strategic Investment in GII  
Healthcare Investment Limited**

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited Approves Strategic Investment in GII Healthcare Investment Limited, a healthcare-focused investment vehicle of Gulf Islamic Investments.

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](http://www.cupidlimited.com)  
[info@cupidlimited.com](mailto:info@cupidlimited.com)



**Cupid Limited Approves Strategic Investment in GII Healthcare Investment Limited, a healthcare-focused investment vehicle of Gulf Islamic Investments**

**Mumbai, 15<sup>th</sup> July, 2025: – Cupid Limited, (BSE – 530843, NSE – CUPID),** – Cupid Limited, India's premier manufacturer and brand of personal products, is pleased to announce a strategic investment in GII Healthcare Investment Limited, a healthcare-focused investment vehicle managed by Gulf Islamic Investments (GII).

GII Healthcare Investment Limited holds a significant minority equity stake in a prominent healthcare provider based in Saudi Arabia, GII is a leading investment firm with assets under management exceeding US\$ 3.5 billion with presence across Saudi Arabia, UAE, Europe, USA and India.

Cupid Limited, one of India's leading producers of health and personal care products — including wellness and hygiene products for men and women, diagnostic kits, fragrances, hair and body oils, and other FMCG items — this investment represents Cupid Limited's first strategic entry into the Middle Eastern market. This initiative reflects the company's long-term vision to diversify and drive opportunities in global markets with a high growth potential.

**Commenting on the development, Mr. Aditya Kumar Halwasiya, Chairman and Managing Director** said, *“We are proud to invest in the healthcare-focused investment vehicle of GII in this landmark partnership. This investment represents a secure, dollar-denominated asset, and lays the foundation for Cupid's entry into the Gulf region. Our personal care products, align strongly with the patient demographic in the GCC, creating future synergies and huge distribution opportunities.”*

Cupid remains committed to its mission of enhancing preventive healthcare and wellness outcomes, while responsibly exploring new geographies in alignment with its corporate values and shareholder interests.

## About Cupid Limited

Established in 1993, CUPID Limited is a leading Indian manufacturer specializing in essential healthcare and hygiene products, including male and female barrier contraceptives, water-based personal care gels, and In-Vitro Diagnostic (IVD) kits. 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 barrier contraceptives and 75 million female barrier contraceptives.

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 barrier contraceptives.


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

	<p><b>Kirin Advisors Private Limited</b> Sunil Mudgal – Director <a href="mailto:sunil@kirinadvisors.com">sunil@kirinadvisors.com</a> +91 98692 75849 <a href="http://www.kirinadvisors.com">www.kirinadvisors.com</a></p>
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