



CUPID LIMITED

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

We Help The World Play Safe

Date: 28th October, 2024

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 Launches New Products

Dear Sir / Madam,

With reference to the captioned subject, enclosed herewith the press release on Cupid Limited launches new products under B2C segment.

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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Cupid Limited launches new products under B2C segment

*Unveils Perfumes (Eau De Parfums), Almond Hair Oil, Toilet Sanitizers,
Skin Protecting Jelly and Massage Oils to capitalise on B2C expansion*



*Aditya Kumar Halwasiya, Managing Director, Cupid Limited with new
product launches*

Mumbai, October 28, 2024: Cupid Limited, India's premier manufacturer of male and female condoms, water based personal lubricants, IVD kits, deodorants, and pocket perfumes aims to capitalise on emerging opportunities beyond the sexual wellness market by further diversifying its product portfolio in the B2C segment.

In a stride towards amplifying its B2C presence, the company unveiled perfumes, almond hair oil, toilet sanitizers, skincare jelly and massage oils at the recently held sales and dealers meet for its channel partners at their Mumbai headquarters. Several well-known distributors and dealers from across India attended the event.

The company has built a strong growing sales team of over 315 people from reputed FMCG, OTC and B2C brands in less than 12 months. It has built its presence across over 50 super stockists, backed by a huge channel network of over 650 distributors and aims to reach 1,00,000 retail touch points from the current 68,000+ by the end of the current calendar year.

Aditya Kumar Halwasiya, Managing Director, Cupid Limited said, “We continue to bring in goal oriented mind-set as we look to embark on a dynamic B2C expansion strategy. Our new product launches reflect our passion to consistently innovate and explore new growth paths. I would like to record the contribution of our sales team, dealers and distributors for the considerable growth of the company by achieving and exceeding sales targets and driving revenue growth. We are proud to host such meets which are focused to keep every distributor motivated and geared up for the upcoming future as we move forward.”

The company offers incentives for sales team and channel partners as it aims to double its retail touch-points in a short period of time. The varied backgrounds of the B2C Cupid sales team encompasses a diverse range of experiences, skills, and qualifications that collectively contribute to the team's ability to engage with customers, drive sales and achieve organizational objectives.

Cupid Limited is undertaking strategic marketing initiatives to create brand resonance and strengthen its distribution network. It aims to win customers with partner engagement, POS visibility, retail advocacy and more new product launches. It also plans to enhance its e-commerce presence by partnering with Blinkit and Zepto and is currently available on top e-commerce platforms, including Amazon, Flipkart, and Tata 1mg.

About the Company:

Established in 1993, CUPID Limited is India's premier manufacturer of male and female condoms, water based lubricant jelly, and IVD kits. The company boasts a production capacity of up to 480 million male condoms, 52 million female condoms, 210 million sachets of lubricant jelly and 30 million IVD Test Kits annually. The company has recently launched its line of CUPID Deodorants, Pocket Perfumes and Toilet Sanitizers.

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 male and female condoms. CUPID currently exports its products to over 105 countries, with over 90% 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).

For more information, please contact:

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