



CUPID LIMITED

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

Date: - 29th January, 2026

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

Dear Sir / Madam,

With reference to captioned subject attached herewith the Press Release on Cupid Limited Announces 4:1 Bonus Issue to Enhance Shareholder Value and Improve Market Participation.

Kindly take the same on your records and acknowledge the receipt.

Thanking You.

Yours faithfully

For Cupid Limited

Saurabh V. Karmase

Company Secretary and Compliance Officer

We Help The World Play Safe

Factory & Registered Office:

CIN No.: L25193MH1993PLC070846



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Cupid Limited Announces 4:1 Bonus Issue to Enhance Shareholder Value and Improve Market Participation

Mumbai, 29th January, 2026: – Cupid Limited, (BSE – 530843, NSE – CUPID), a diversified Indian healthcare, wellness, personal care and consumer products company, announced that its Board of Directors has approved a proposal for the issuance of bonus equity shares in the ratio of **4:1**, subject to the receipt of requisite shareholder and regulatory approvals, as applicable.

Under the proposed bonus issue, eligible shareholders will receive **four (4) fully paid-up equity shares for every one (1) equity share held** by them as on the record date, which will be announced in due course.

The Board's decision to recommend the bonus issue follows a comprehensive evaluation of Cupid's capital structure, growth trajectory, and shareholder base composition. The move is designed to achieve multiple strategic objectives aligned with the Company's capital allocation framework.

The bonus issue is expected to improve stock affordability by proportionately reducing the per-share price, thereby making Cupid's equity more accessible to retail investors. This enhanced accessibility is anticipated to broaden the Company's investor base and encourage greater retail participation in the Company's equity.

Additionally, the increased number of shares in circulation is expected to improve trading liquidity, providing existing shareholders with greater flexibility in portfolio management. The measure also demonstrates management's confidence in the Company's operational performance and future growth prospects.

Commenting On the Bonus Issue, Mr. Aditya Kumar Halwasiya, Chairman & Managing Director of Cupid Limited, said “Today’s decision is both a reward and a responsibility. The Board evaluated this bonus issue thoughtfully, keeping long-term value creation at the center. A 4:1 bonus issue supports broader retail participation by improving affordability, while also enhancing flexibility for our existing shareholders. Most importantly, it reflects our confidence in Cupid’s growth journey and our commitment to laying a strong foundation for the next phase of scale.”

The Company will communicate the detailed timetable for the bonus issue, including the record date and other statutory processes, after obtaining the necessary approvals and completing procedural formalities in accordance with applicable laws and regulations.

About Cupid Limited

Established in 1993, Cupid Limited is a diversified Indian healthcare and consumer products company with a growing focus on in-vitro diagnostics (IVD), wellness, and personal care. Over the years, the Company has evolved from being a leading manufacturer of male and female condoms into a broader healthcare platform offering rapid diagnostic test kits, water-based personal lubricants, and a wide range of FMCG and wellness products.

Cupid has been actively expanding its diagnostics portfolio, particularly in rapid IVD test kits for infectious diseases and screening applications, aligned with global public health requirements. The

Company operates with a strong commitment to quality, regulatory compliance, and ethical business practices, in line with international standards.

In line with its strategic growth plans, Cupid has also expanded into FMCG categories, including fragrance products (Eau de Parfums, deodorants, and pocket perfumes), personal care products such as toilet sanitizers, hair and body oils, hair removal sprays, face wash, petroleum jelly, and other wellness solutions.

In March 2024, the Company completed a strategic land acquisition in Palava, Maharashtra, to significantly expand its manufacturing capabilities. This expansion is expected to increase production capacity by 1.5 times, adding approximately 770 million male condoms and 75 million female condoms annually, while supporting future growth across healthcare and diagnostics segments.

Cupid Limited has a strong international footprint and is the first company globally to receive WHO/UNFPA pre-qualification for both male and female condoms. The Company exports to over 125 countries, with a substantial portion of revenue generated from international markets, and maintains a long-term supply relationship with WHO/UNFPA.

Cupid Limited is listed on the BSE (BSE: 530843) and the 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



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