



To,

The Manager-Listing Department,  
**The National Stock Exchange of India Limited,**  
Exchange Plaza, NSE Building,  
Bandra Kurla Complex, Bandra East,  
Mumbai-400 051

**Symbol: WOMANCART**  
**ISIN: INE0Q9601016**

**Subject: Submission of Press Release - Womancart Limited Launches Kids-Focused Product Line "Blluex Junnior" and Expands Category Offerings**

Dear Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit the Press Release titled "**Womancart Limited Launches Kids-Focused Product Line 'Blluex Junnior' and Strengthens Presence in Children's Essentials Segment.**"

We are pleased to inform you that the Company has successfully launched a new product line under its **in-house brand "Blluex Junnior,"** dedicated to addressing the **everyday needs of children** through a thoughtfully curated range of **utility-driven products.**

This initiative is aligned with the Company's strategic focus on expanding its in-house brand portfolio and tapping into high-frequency consumption categories with strong repeat demand.

You are requested to take the same on record.

Thanking You

**Keshutosh Roy**  
Company Secretary  
M. No: A63939

Date: 02.04.2026  
Place: New Delhi



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## INTRODUCING BLLUEX JUNNIOR

Purpose-built for kids' stationery and essentials, targeting one of India's fastest-growing retail segments."



### Womancart Strengthens Kids' Category Presence with Launch of "Blluex Junnior"

Womancart Limited has launched "**Blluex Junnior**," a new product line under its in-house brand, focused on **everyday essentials for children**. With this launch, the Company is entering the growing **kids' utility and school essentials segment**, which sees regular and repeat demand.

This move is a natural extension of Womancart's business. While the platform continues to focus on women, it also recognizes their key role in managing their children's daily needs. Entering this category allows the Company to stay closer to its core customers while meeting more of their everyday requirements.

#### Product Offering

The **Blluex Junnior** range includes a **curated portfolio of everyday essentials**, combining **functionality, durability, and usability**:

- **Premium lunch boxes** made from **304-grade stainless steel** for safety and hygiene
- **Backpacks and school essentials** designed for comfort and convenience
- **Stationery products**, including pens, pencils, and art & craft materials
- **Kids' cutlery and daily-use accessories**

To support this launch, Womancart has introduced a **dedicated kids' section on its platform**, expanding its offerings beyond its core categories. The Company plans to use its **existing sourcing network, distribution reach, and quick-commerce capabilities** to grow this segment and make products easily available across regions.

The category also includes a **curated selection of products from other brands**, including premium travel accessories, helping improve the overall offering for customers. The initial response has been encouraging, showing good customer interest and acceptance.

Going ahead, this expansion is expected to support Womancart's journey towards becoming a more complete lifestyle platform, while creating long-term value through new category additions and in-house brand growth.

#### Commenting on the launch, Mr. Madhu Sudan Pahwa, Promoter of Womancart Limited said:

*"The launch of Blluex Junnior marks our entry into the kids' essentials segment, which aligns well with our existing customer base. The early response has been encouraging and reinforces our confidence in the opportunity ahead. With our sourcing, distribution, and quick-commerce strengths, we aim to scale this segment efficiently and strengthen Womancart's position as a lifestyle platform."*