

FC/SE/2024-25/13  
September 20, 2024

**National Stock Exchange of India Limited**  
Exchange Plaza, C – 1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai-400051  
**Symbol: FIRSTCRY**

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400001  
**Scrip Code: 544226**

**Subject: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Ref: Intimation of acquisitions made by the Globalbees Brands Private Limited, a material subsidiary of the Brainbees Solutions Limited (the Company)**

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), we hereby inform that pursuant to the Share Purchase and Subscription Agreement dated July 21, 2022, Globalbees Brands Private Limited, a material subsidiary of the Company has made further investments of Rs. 20.5 crores in JW Brands Private Limited, step down subsidiary of the Company.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFDPoD-1/P/CIR/2023/123 dated 13th July 2023 are given as under: -

Sr. No.	Details of event	Information of such event
a)	name of the target entity, details in brief such as size, turnover etc.;	JW Brands Private Limited  <b>Latest Financial Parameters:</b> Turnover: INR 57.68 crores Net worth: INR 21.38 crores
b)	whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length";	Yes, the same is at arm's length and the group companies have no interest in JW Brands Private Limited except to the extent of their shareholding.

**Brainbees Solutions Limited**

**CIN: L51100PN2010PLC136340**

**Corporate/Registered Office:-** Rajashree Business Park, Plot No. 114, Survey No. 338, Tadiwala Road, Nr. Sohrab Hall, Pune – 411001 **Contact:** +91-8482989157 **Email Id:** legal@firstcry.com **Website:** www.firstcry.com

Sr. No.	Details of event	Information of such event
c)	industry to which the entity being acquired belongs;	Jewellery and Watches
d)	objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Acquisition of further stake in subsidiary JW Brands Private Limited by GlobalBees Brands Private Limited pursuant to the Share Purchase and Subscription Agreement dated July 21, 2022
e)	brief details of any governmental or regulatory approvals required for the acquisition;	NA
f)	indicative time period for completion of the acquisition;	-
g)	consideration - whether cash consideration or share swap or any other form and details of the same;	Cash
h)	cost of acquisition and/or the price at which the shares are acquired;	INR 20.5 Crores
i)	percentage of shareholding / control acquired and / or number of shares acquired;	19.32%
j)	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>JW Brands Private Limited deals in selling watches and jewellery under the brands 'Joker &amp; Witch', 'Bewitched' and 'Teejh'.</p> <p><b>Date of Incorporation:</b> 07/02/2020</p> <p><b>Country in which the acquired entity has presence:</b> India</p> <p><b>History of last 3 years turnover:</b>  <b>2023-24:</b> INR 57.68 crores  <b>2022-23:</b> INR 42.83 crores  <b>2021-22:</b> INR 20.52 crores</p>

#### For Brainbees Solutions Limited

Neelam Jethani  
Company Secretary & Compliance Officer  
ICSI Membership No.: A35831

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