



FC/SE/2024-25/11

Date: September 13, 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: Reporting of inadvertent trade by a Designated Person

Dear Sir/Ma'am,

We enclose herewith the details of inadvertent trade by a Designated Person under clause 6(c) of the "Code of Conduct to regulate, monitor and report trading by Insiders" ("Code of Conduct"), in terms of the SEBI Circular No. SEBI/HO/ISD/ISD/CIR/P/2020/135 dated July 23, 2020 read with SEBI Master Circular No. SEBI/HO/ISD/ISD-PoD-2/P/CIR/2023/039 dated March 23, 2023 This is for your information and dissemination.

Kindly take the above on record.

Thanking you,

Yours faithfully,

For Brainbees Solutions Limited

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

Brainbees Solutions Limited

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

CIN: L51100PN2010PLC136340

Report by Brainbees Solutions Limited for violation related to Code of Conduct under SEBI (Prohibition of Insider Trading) Regulations, 2015

[For listed companies: Schedule B read with Regulation 9 (1) of SEBI (Prohibition of Insider Trading) Regulations, 2015]

Sr. No.	Particulars	Details
1	Name of the listed company/ Intermediary/Fiduciary	Brainbees Solutions Limited
2	Please tick appropriate checkbox Reporting in capacity of: <input type="checkbox"/> Listed Company <input type="checkbox"/> Intermediary <input type="checkbox"/> Fiduciary	Listed Company
3	A. Details of Designated Person (DP)	
	i. Name of the DP	Vivek Goel
	ii. PAN of the DP	ADOPV2344R
	iii. Designation of DP	Chief Business Officer (Online)
	iv. Functional Role of DP	Digital Marketing
	v. Whether DP is Promoter or belongs to Promoter Group	No
	B. If Reporting is for immediate relative of DP	
	i. Name of the immediate relative of DP	Not Applicable
	ii. PAN of the immediate relative of DP	Not Applicable
	C. Details of transaction(s)	
	i. Name of the scrip	Brainbees Solutions Limited NSE: FIRSTCRY BSE: 544226
	ii. No of shares traded and value (Rs.) (Date- wise)	Mr. Vivek Goel took pre-clearance for selling of Company's shares on September 12, 2024 and sold 100 shares at price of Rs. 646.20/- on the same day.

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		<p>Subsequently, the earlier transaction of sale of 100 shares got reversed inadvertently by him and the transaction reflected that 100 shares were bought at a price of Rs. 646.75 on September 12, 2024 thereby entering into contra trade.</p> <p>Further, on same date, he sold 800 shares in tranche of 200 shares each at following prices: Sell:- 200 Shares – Rs. 646.33/- per share Sell:- 200 Shares – Rs. 646.30/- per share Sell:- 200 Shares – Rs. 654.83/- per share Sell:- 200 Shares – Rs. 654.60/- per share</p> <p>Contra trade came to his knowledge only after the sale of 800 shares. He immediately made a suo-moto disclosure of the same to the Company.</p>
D. In case value of trade(s) is more than Rs.10 lacs in a calendar Quarter		
	i. Date of intimation of trade(s) by concerned DP/director/Promoter/Promoter group to Company under regulation 7 of SEBI (PIT) Regulations,2015	Not Applicable
	ii. Date of intimation of trade(s) by Company to stock exchanges under regulation 7 of SEBI (PIT) Regulations, 2015	Not Applicable
4	Details of violations observed under Code of Conduct	Execution of Contra Trade by the DP
5	Action taken by Listed company/ Intermediary/ Fiduciary	<p>1) The Company has taken a detailed explanation of the transaction and thereafter issued a written warning, not to repeat any such actions in the future and to ensure strict compliance with the Code of Conduct;</p> <p>2) The Company has directed to disgorge the profits from the trade amounting to Rs. 808/-, by way of online remittance to SEBI - Investor</p>

		Protection and Education Fund, in terms of the SEBI Circular dated September 4, 2023; and 3) The details of the same will be placed before the Audit Committee and Board of Directors in the next meeting.												
6	Reasons recorded in writing for taking action stated above	Violation of clause 6 of the Code of Conduct – Execution of Contra trade												
7	Details of the previous instances of violations, if any, since last financial year	Not Applicable												
8	If any amount collected for Code of Conduct violation(s):													
	i. Mode of transfer to SEBI - IPEF (Online/Demand Draft) :	Online												
	ii. Details of transfer/payment In case of Online:													
	<table border="1"> <thead> <tr> <th>Particulars</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>Name of the transferor</td> <td>Mr. Vivek Goel</td> </tr> <tr> <td>Bank Name, branch and Account number</td> <td>Through UPI</td> </tr> <tr> <td>UTR/Transaction reference Number</td> <td>Transaction ID: 240913196704393</td> </tr> <tr> <td>Transaction date</td> <td>September 13, 2024</td> </tr> <tr> <td>Transaction Amount (in Rs.)</td> <td>Rs. 808/-</td> </tr> </tbody> </table>		Particulars	Details	Name of the transferor	Mr. Vivek Goel	Bank Name, branch and Account number	Through UPI	UTR/Transaction reference Number	Transaction ID: 240913196704393	Transaction date	September 13, 2024	Transaction Amount (in Rs.)	Rs. 808/-
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Transaction Amount (in Rs.)	Rs. 808/-													
	In case of Demand Draft (DD): Not Applicable													
9	Any other relevant information	No												



Yours faithfully,
For Brainbees Solutions Limited

Neelam Jethani
Company Secretary and Compliance Officer
ICSI Membership No.: A35831
PAN: AJTPJ8524G
Email ID: Neelam.jethani@firstcry.com

Date: September 13, 2024
Place: Pune

Brainbees Solutions Limited

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