



FC/SE/2024-25/18
October 18, 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 1: Intimation of acquisition of Series C1 Compulsorily Convertible Preference Shares of the GlobalBees Brands Private Limited, a material subsidiary of the Brainbees Solutions Limited (“the Company”) upon conversion of convertible loan

Ref 2: As per the use of proceeds mentioned in Prospectus of the Company dated August 8, 2024

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 the Company has subscribed to 1,674 Series C1 Compulsorily Convertible Preference Shares (‘CCPS’) of face value of INR 5/- (Rupees Five only) of its material subsidiary, namely Globalbees Brands Private Limited pursuant to the conversion of convertible loan obtained from the Company. **This is as per the use of proceeds provided under our Prospectus dated August 8, 2024.**

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.;	GlobalBees Brands Private Limited Latest Financial Parameters (Consolidated): Turnover: INR 1209.35 crores Net worth: INR 1095.89 crores

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
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 Globalbees Brands Private Limited.
c)	industry to which the entity being acquired belongs;	Consumer Goods
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);	The Company has subscribed to 1,674 Series C1 Compulsorily Convertible Preference Shares of its material subsidiary, namely Globalbees Brands Private Limited pursuant to the conversion of convertible loan obtained from the Company. This is pursuant to the use of proceeds provided in the Prospectus of the Company dated August 8, 2024.
e)	brief details of any governmental or regulatory approvals required for the acquisition;	NA
f)	indicative time period for completion of the acquisition;	NA
g)	consideration - whether cash consideration or share swap or any other form and details of the same;	Conversion of convertible loan. This is pursuant to the use of proceeds provided in the Prospectus of the Company dated August 8, 2024.
h)	cost of acquisition and/or the price at which the shares are acquired;	INR 84.84 Crores
i)	percentage of shareholding / control acquired and / or number of shares acquired;	Percentage of shareholding acquired is 0.5% on fully diluted basis and the Company will hold 100% of Series C1 CCPS.
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);	GlobalBees Brands Private Limited deals in various consumer segments including beauty, home care, personal care, nutrition and wellness, fashion jewellery, eyewear, health and fitness, sports, home and kitchen appliances, etc.

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Sr. No.	Details of event	Information of such event
		<p>Date of Incorporation: 03/05/2021</p> <p>Country in which the acquired entity has presence: India</p> <p>History of last 3 years turnover (on Consolidated basis): 2023-24: INR 1209.35 crores 2022-23: INR 897.18 crores 2021-22: INR 103.98 crores</p>

For Brainbees Solutions Limited

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

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