



CUPID LIMITED

Manufacturers and Suppliers of Male & Female Condoms

Date: - 8th November, 2017

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 for the Unaudited Financial Results of the company for quarter ended 30th September, 2017.

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

CIN No : L25193MH1993PLC070846

Factory & Registered Office:

A-68, M.I.D.C. (Malegaon), Sinnar, Nashik - 422113, Maharashtra, India

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Cupid Limited announces Q2FY18 Financial Results

Q2FY18 Sales up 3 % Q on Q, PAT growth of 11 %

Announces First Interim Dividend of 20 %

Earnings Call on 9th November 2017 at 4:00 PM

November 8th, 2017- Cupid Limited (BSE: 530843, NSE:CUPID), one of India's leading manufacturer of quality male and female condoms today announced its financial results for the quarter ended **30th September 2017 (Q2FY18)**.

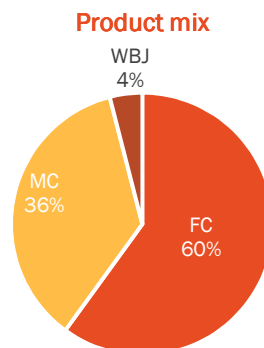
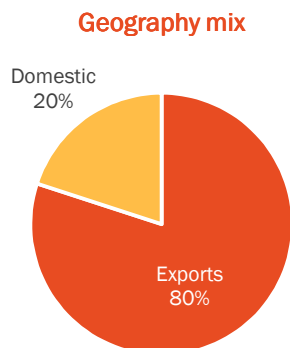
Commenting on the Company's performance for Q2FY18, Mr. Omprakash Garg, CMD said "The performance in the second quarter of fiscal 2018 has been along the anticipated lines. During the quarter, the core business remains steady and we were able to maintain EBITDA at 44.70%. While we continue to optimise our overheads, we have stepped up our emphasize on B2C vertical which we believe will drive sustainable growth going forward.

He further added, "The global condom market presents a growing opportunity for Cupid, along with the emerging retail business. We will also continue to deploy our resources in expanding our core B2B business into new territories through large institutional opportunities, new product registrations, and commercialization of the products currently under development."

Q2FY18 REVIEW (JULY 1ST, 2017 TO SEPTEMBER 30TH, 2017)

- Total Operating income was ₹ 228.51 million (mn) for Q2FY18 as compared to ₹ 221.05 mn in the corresponding period of the previous year reflecting an increase of 3 %
- EBITDA stood at ₹ 98.66 mn as compared to ₹ 90.6 mn during the corresponding period of previous year.
- EBITDA Margin at 44.70 % for Q2FY18 as against 42.10 % in Q2FY17
- Net profit stood at ₹ 59.53 mn for Q2FY18 as compared to ₹ 53.64 mn in the corresponding period of the previous year, an increase of 11 %
- Basic EPS stood at ₹ 5.36 as against ₹ 4.83 in the corresponding quarter of last fiscal.

SALES BREAKUP (Q2FY18)



- Exports in Q2FY18 were 80% (84% in Q2FY17) of the total revenue while balance 20% (16% in Q2FY17) was domestic
- The product mix in Q2FY18 was led by female condoms (FC) with 60% (47.5% in Q2FY17) contribution to revenues, followed by male condoms (MC) 36% (47.5% in Q2FY17) and water-based lubricant jellies (WBJ) 4% (5% in Q2FY17)

BUSINESS HIGHLIGHT

Some of the highlights during the quarter were:

- A. Discussed scope and size to set up a manufacturing unit in South Africa to ensure supplies to the Government of South Africa.
- B. During the quarter, discussions continued related to supply of Male Condom to the Ministry of Health.
- C. Continued expansion of sales & distribution networks to market the branded products directly to the consumers.
- D. Delivered Male Condoms along with Lubricants packed together for the first time to South Africa against an international tender.
- E. Exported its water based Lubricant Jelly packed in tubes to a Central American country for the first time, through an international tender.
- F. Cupid factory was audited by WHO/UNFPA for the renewal of its Pre-Qualification status for a period of further three years to supply both Male & Female Condoms for World Wide distribution. The final report is awaited.

BUSINESS OUTLOOK

Going forward, we remain positive about the growth prospects for Cupid. In terms of the order book we have confirmed orders worth Rs. 67 Crore (Cr) and repeat orders worth Rs. 6 Cr for a total of Rs. 73 Cr. Out of this, Cupid intends to dispatch maximum possible orders during Q3 and Q4 FY18.

For the coming quarters, our business priorities would be:

- A. We intend to expand our production capacity by 20% in next six months.
- B. Cupid intends to form a joint venture company with a South African partner and to submit bid for secondary packaging plant which is expected to commence production from July 1st, 2018.
- C. To execute order for Government of India worth Rs. 24.13 Cr.
- D. To launch the newly developed products through online sales starting from December 2017 including
 - a. Patented specialty Male Condom sealed in a rounded foil for enhanced sexual pleasure.
 - b. Water based Lubricant in Sachet, Tube & Bottle,
 - c. Specialty hand sanitizer,
- E. Adoption of digital marketing extensively to support sales and promotional activities for our branded products.

Q2FY18 EARNINGS CALL

The company will conduct a 60 minutes Earnings call at **4:00 PM IST on Thursday, 9th November 2017** where Mr. Omprakash Garg (CMD) will discuss the company's performance and answer questions from participants. To participate in this conference call, please dial the numbers provided below ten minutes ahead of the scheduled start time. The dial-in number for this call is **+91 22 3938 1009**. Other numbers are listed in the conference call invite which is posted on the company website www.cupidltd.in. Please note that the transcript of the conference call will also be uploaded on the company website in due course.

ABOUT CUPID LIMITED

Head Quartered in Nasik, India, Cupid Limited (BSE:530843, NSE: CUPID) is a leading manufacturer of quality male and female condoms. The Company has one of the largest manufacturing facilities with in-house Research and Development Centre. The Company is India's first (one amongst few in the Globe) to have been pre-qualified by WHO/UNFPA for worldwide public distribution of female condoms. The Company has the capacity to produce upto 325 million pieces of male condoms, upto 20 million pieces of female condoms and 210 million sachets of lubricant jellies annually. The Company exports to over 40 countries and derives around 80% of its revenues through exports. For more details, please visit www.cupidltd.in

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. Cupid Limited 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