



CUPID LIMITED

Manufacturers and Suppliers of Male & Female Condoms

Date: 10th April, 2017

To,
BSE Limited
1st Floor, P. J. Towers,
Dalal Street,
Mumbai – 400001

To,
The National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot C/1, G-Block, Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051

Ref: Cupid Limited - BSE Scrip Code: 530843

NSE Scrip Code: CUPID

SUBJECT: PRESS RELEASE

Dear Sir / Madam,

Please find enclosed herewith the press release for appointment of Chief BDO in the Company.

**Thanking You,
For Cupid Limited**



Durgesh Garg

**Durgesh Garg
Chief Operating Officer**

CIN No : L25193MH1993PLC070846

Factory & Registered Office:

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

Tel: +91 2551 230280 / 230772 / +91 7722009580 Email: info@cupidlimited.com, Website: www.cupidlimited.com

Cupid Limited

A-68, MIDC (Malegaon), Sinnar, Nashik-422113

www.cupidltd.in | BSE: 530843 | NSE:CUPID | ISIN: INE509F01011
SECTOR: PERSONAL GOODS | CIN: L25193MH1993PLC070846



Cupid appoints Mr. Samir Prasad as Chief Business Development Officer

April 10, 2017: Cupid Limited (BSE: 530843, NSE-CUPID), one of India's leading manufacturer of quality male and female condoms and lubricant jellies announced today that Mr Samir Prasad has been appointed as Chief Business Development Officer for Cupid Limited.

Samir has over 20 years of experience in managing consumer products. Over the years, he has played a significant role in the strategic growth of different companies he worked with. He has led multi-functional business operations including start-ups, from conceptualising to execution and attaining market leadership for the brands. He is also specialised in the multichannel delivery systems for FMCG - retail distribution both in B2B and B2C segments. He is an Alumnus of INSEAD France.

Samir will report to the Managing Director of the Company. Amongst his responsibilities, he will oversee Cupid brand promotion and sales and distribution of Male & Female Condoms and lubricants. He will also be actively involved in the development and launching of new products related to Women's sexual and wellness areas to accelerate Cupid's growth plan.

Commenting on Samir's appointment. **Om Garg CMD**, Cupid, said: *"We are excited to have Samir Prasad with us to lead our business development initiatives. Samir has a wealth of experience in multiple industries; he has an impressive track record of delivering profitable growth. As we move towards the next level of growth at Cupid, we are sure that under his leadership our business development and expansion activity will yield favourable results."*

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 and upto 20 million pieces of female condoms annually. The Company exports to over 26 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