



CUPID LIMITED

Manufacturers and Suppliers of Male & Female Condoms

Date: - 14/04/2021

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: -Outcome of Board Meeting.

Dear Sir / Madam,

With reference to captioned subject, we attached herewith the detail statement of outcome of Board Meeting pursuant to regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on your records and acknowledge the receipt.

By the order of the Board of Directors
For Cupid Limited



Saurabh V. Karmase
Company Secretary and Compliance Officer
ECSIN: EA041701A000083921

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

Manufacturers and Suppliers of Male & Female Condoms

OUTCOME OF BOARD MEETING

April 14th, 2021:

The Board of Directors of the Cupid Limited at its meeting held on April 14th, 2021, inter alia, had considered and approved the following matters:-

Commencement time of Board Meeting: - 05.35 P.M.

Conclusion time of Board Meeting: - 6.45 P.M.

1. Mr. Shailesh Kachalia, Practicing Company Secretary, appointed as Secretarial Auditor of the company for Financial Year 2021-22. (Profile as attached)
2. Christensen Investor Relations India Private Limited appointed as Investor Relations Support Services Advisors for financial year 2021-22. (Profile as attached)
3. The board has considered and approved the acquisition of 40% securities (11,65,740 Equity shares and 18,46,154 Compulsory Convertible Debentures) of Selo HealthCare Private Limited.

Place: - Mumbai

Date: - 14/04/2021

By the order of the Board of Directors

For **Cupid Limited**



Saurabh V. Karmase

Company Secretary and Compliance Officer

ECSIN: EA041701A000083921

Enclosures:

1. Annexure A: Profile of Mr. Shailesh Kachalia
2. Annexure B: Profile of Christensen Investor Relations India Private Limited
3. Annexure C: Details of the acquisition of securities of Selo HealthCare Private Limited.

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CS SHAILESH KACHALIA

Contact No.: +91-9892534153

E-Mail: shaileshmay@gmail.com

QUALIFICATIONS. :

1. B.COM. (HONS) MUMBAI UNIVERSITY (1977)
2. LLB MUMBAI UNIVERSITY (1981)
3. FELLOW MEMBER OF THE INSTITUTE OF COMPANY SECRETARIES OF INDIA (1981)
4. SEVEN DAYS COURSE ORGANIZED BY INDIAN MERCHANT CHAMBERS MUMBAI IN ARBITRATION.

EXPERIENCE AS FULL TIME COMPANY SECRETARY:-

I WORKED AS FULL TIME COMPANY SECRETARY FROM NOVEMBER 1981 TO DECEMBER 1994 WITH FOLLOWING ORGANISATIONS:-

1. 12 MONTHS WITH M/s. WARIOR INVESTMENTS LIMITED (UNLISTED CO.)
2. 18 MONTHS WITH M/S. UNIVERSAL STARCH CHEM ALLIED INDUSTRIES LIMITED (LISTED CO.)
3. 66 MONTHS WITH M/s. MODERN MILLS LIMITED (LISTED CO.)
4. 6 MONTHS WITH BEE ELETRONICS LIMITED (LISTED CO.)
5. 15 MONTHS WITH RELIANCE PETROCHEMICALS LIMITED (LISTED CO.)
6. 15 MONTHS WITH LAN ESEDA GROUP OF COMPANIES (LISTED)
7. 12MONTHS WITH POOJA CAPITAL FINANCE LIMITED (UNLISTED)

EXPERIENCE AS FULL TIME PRACTICING COMPANY SECRETARY:-

SINCE 1995 I HAVE MY INDEPENDENT PRACTICE AND HOLDING CERTIFICATE OF PRACTICE FROM MORE THAN 15 YEARS.

HAVE PRACTICAL EXPERIENCE OF 35 YEARS IN ADMISTRATION OF THE PROVISIONS OF THE COMPANIES ACT, 1956/2013, SEBI GUIDELINES, STOCK EXCHANGE FORMALITIES, AND COMPANY LAW BOARD MATTERS.

PERSONAL DETAILS:

DATE OF BIRTH: - 16TH APRIL1956.

ADDRESS: - OM SRI CHS LTD., A WING, FIRST FLOOR, FLAT NO 7. NEAR SHANTI ASHRAM, OFF LINK ROAD, BORIVALI (WEST), MUMBAI 400103.

MEMBERSHIP NO. : - FCS 1391

COP NO. : - 3888

LANGUAGES KNOWN: - ENGLISH, HINDI, MARATHI, GUJRATHI AND MARWARI

Christensen – Profile & Services

CHRISTENSEN COMPANY PROFILE

Background

Christensen was established in 1982, as a capital market advisory firm. The Company combines Investor Relations, Financial Public Relations and Capital Market Intelligence to help our clients achieve and maintain fair valuation for their stock. The combination of these three disciplines is essential to ensuring successful IR and financial PR programs.

Christensen has offices in New York, Hong Kong, Beijing, Mumbai and Phoenix.

Since 1982, Christensen has provided a diverse global client base with integrated strategies for Best Practice Investor and Media Relations. The firm has established a proven track record of strategically partnering with management to optimize shareholder value. In Asia, Christensen has achieved enormous success through its unique positioning and strong leadership in the investor and media relations field.

Business Philosophy

Christensen believes our clients are better served with a "deep bench" of senior consultants. This not only guarantees the alignment of a wide range of skills but also ensures, as we grow, existing clients will continue to receive the attention they require and deserve.

Professional Resources

Christensen's senior people are carefully recruited based on their professional experience to ensure a complete range of skills in support of our clients' strategies. Some have been corporate IR officers with accounting and media expertise; others come from Wall Street and have extensive global equity capital market expertise. Many have domestic and international experience, which makes Christensen an ideal partner for non-US companies with a significant amount of international exposure.

Unlike other IR firms, Christensen engages its senior professionals in every critical aspect of the assignment. As a result, our clients can expect any of Christensen's senior professionals to contribute their expertise on an ad hoc basis. This level of senior attention is unprecedented in the industry and is a reflection of Christensen's philosophy and commitment to the business.

Use of Technology

Over the years Christensen has developed proprietary technology that enables us to process substantial amounts of logistical work with a small team of highly experienced professionals. Christensen has invested heavily in building and upgrading its contact management, investor targeting and market intelligence databases covering buy- and sell-side investment companies as well as the financial media. This technology enables us to organize more than 400 investor meetings globally every year with a relatively small staff of experts. This technology saves our clients both time and expense, and increases the effectiveness of all outreach programs.

Christensen Investor Relations (I) Private Limited

112, Hindustan Kohinoor Complex

LBS Marg, Vikhroli (W)

Mumbai – 400079

Ph: 022- 4215 0210/6452 2086

www.christensenIR.com

ANNEXURE C

DETAILS OF THE ACQUISITION OF SECURITIES OF SELOI HEALTHCARE PRIVATE LIMITED

SR. NO.	PARTICULARS	DISCLOSURES
i.	Name of the target entity, details in brief such as size, turnover etc.	Seloi Healthcare Private Limited ("Seloi") Total Turnover for FY 2019-20: INR 1,55,12,157; Profit (Loss) for FY 2019-20: INR (2,02,30,975)
ii.	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?	The acquisition does not fall within related party transaction(s) and the promoter/ promoter group/ group companies does not have any interest in the entity being acquired.
iii.	Industry to which the entity being acquired belongs.	Pharmaceutical (Diagnostic Medical Devices)
iv.	Objects and effects 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).	As Seloi possesses essential licenses with regard to In Vitro Diagnostic Devices (IVD's) business it will be beneficial for Cupid Limited to strengthen it's newly formed diagnostic division.
v.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
vi.	Indicative time period for completion of the acquisition.	Transfer of shares and Management Control will be

		with immediate effect and other formalities will be completed as soon as possible.
vii.	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash Consideration.
viii.	Cost of acquisition or the price at which the shares are acquired.	Cupid Limited will pay INR 50 Lacs in tranches as per agreed terms for acquiring 40% Securities i.e. 11,65,740 Equity shares (40% Of Equity Share holding) and 18,46,154 Compulsory Convertible Debentures (40% of CCD's holding) along with corresponding management control of Selo.
ix.	Percentage of shareholding / control acquired and / or number of shares acquired.	Cupid Limited will acquire 40% securities i.e. 11,65,740 Equity shares (40% Of Equity Share holding) and 18,46,154 Compulsory Convertible Debentures (40% of CCD's holding) along with corresponding management control of Selo.
x.	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	1. Background: The Selo specializes in manufacturing In-Vitro Diagnostic Rapid Test Medical Devices. The Selo manufactures a wide

	information (in brief).	<p>range of Rapid Diagnostic Kits such as Pregnancy Diagnostic Kits, Dengue Kits, and Malaria Diagnostic Kits.</p> <p>2. Incorporation Date: 13th January, 2017.</p> <p>3. Last 3 years Turnover:</p> <p>a.2017-18: INR 48,90,837</p> <p>b.2018-19: INR 2,10,20,212</p> <p>c.2019-20: INR 1,55,12,157</p> <p>4. Country in which the acquired entity has presence: India.</p>
xi.	Other significant information / disclosure	<p>Cupid Limited has an existing Service Provider and Licensing Agreement with Invex health private limited for IVD business who will also acquire 40% securities i.e. 11,65,740 Equity shares (40% Of Equity Share holding) and 18,46,154 Compulsory Convertible Debentures (40% of CCD's holding) along with corresponding management control of Selo.</p>