



CUPID LIMITED

Manufacturers and Suppliers of Male & Female Condoms

Date: - 18/10/2016

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 please find attached our press note on the “For Her” campaign initiated by Company for its female condoms.

Kindly acknowledge the receipt.

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

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

www.cupidltd.in | BSE: 530843 | ISIN: INE509F01011

SECTOR: PERSONAL GOODS | CIN: L25193MH1993PLC070846



Cupid Limited update on “For Her” Campaign

October 18, 2016: Cupid Limited (BSE: 530843), one of India’s leading manufacturer of quality male and female condoms today released a press note on its recent “For Her” Campaign to convey the message that the product is a protection tool FOR HER, i.e. women.

An experimental activity was conducted at a pool party hosted in a leading five-star hotel in September 2016. The activity was conducted to gauge whether people are aware about the product and the results concluded that people are more open to the idea of female condoms and also believe it to be a tool for empowerment. Further, the video of the interviews uploaded on YouTube gained a staggering 1,24,259 views. 'For Her' campaign was officially launched on 1st October, 2016, the first day of Navratri, at Kora Kendra grounds, Borivali West. The objective of the campaign was to spread awareness about the product while empowering women. By introducing female condoms, we are now giving women the liberty to take charge of their own safety in matters of sexual behavior. At Naidu Club's Navratri at Kora Kendra grounds, pink pin badges with "I support Cupid For Her" were distributed amongst the enthusiastic crowd and pamphlets with information regarding the benefits of female condoms, along with a small profile of Cupid Limited were also given to bystanders.

Cupid Female Condoms were also distributed in multiple Chemist Stores in close radius of kora Kendra grounds which achieved great sales figures along with queries on Company’s website and shopping portals. This apart, a strategic digital support was launched with this campaign which included a dedicated micro website, facebook page, twitter, instagram, youtube channel etc. Overall, the activity was a huge success and more and more people were interested in knowing about female condoms.

Commenting on the initiative, **Mr. Om Garg, Chairman of Cupid Limited** quoted *"We are delighted to have associated with Kora Kendra Navratri 2016. The launch of our campaign happened on an auspicious day and there would have been no better way than this to create awareness about female condoms."* He further added *"As communicated earlier, female condoms are a safe and almost full proof alternative for preventing unwanted pregnancy and transmission of diseases and Infections."*

About Cupid Limited

Head Quartered in Nasik, India, Cupid Limited(BSE:530843) 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

For any queries, please contact

Saurabh Karmase (Company Secretary & Compliance Officer)

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