



CUPID LIMITED

Manufacturers and Suppliers of Male & Female Condoms

Date: - 17/12/2016

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 conclusion of second "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

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CIN No : L25193MH1993PLC070846

Cupid concludes its second "For Her" campaign *Company intensifies its focus on retailing with a thought out strategy*

Dec 17, 2016: Cupid Limited one of India's leading manufacturer of quality male and female condoms and lubricant jellies announced that it successfully concluded its "For her" campaign aimed at creating awareness about female condoms and how the same could potentially empower them while eliminating the risk of sexually transmitted diseases and unintended pregnancy. The Company also announced that the results of the study were encouraging for its strategy of proactive retail foray for its Cupid female condoms. The study was an extension of Cupid's pilot survey done during the festival of Navratri, and it scaled to over 10,000 respondents across the Mumbai Metropolitan Region (MMR).

Cupid "For Her" Campaign- Study and Key Findings

Cupid's "For Her" campaign aimed at assessing the current level of awareness about female condoms amongst the respondents along with educating the target population about the possible benefits of Cupid Female condoms, and how these could solve the dual purpose of gender equality and protects the women against STIs and unintended pregnancies. The study encompassed the judicious mix of respondents across multiple age groups and different hotspots of the MMR Region. The survey consisted of multiple questions to understand the level of awareness, acceptability, openness, preference and outlook towards female condoms.

Some of the key findings were:

- a) 64% of the respondents were positively willing to know more about female condoms, whereas 36% of the respondents were aware about the product.
- b) When asked about their interest in using female condoms, 32% of the respondents were ready to use a female condom.
- c) A group of about 19% was not ready to use the product and 49% of respondents might consider using a female condom. When asked about their choice to use a female condom instead of a male condom, 20% of the respondents were ready to use a female condom instead of male condoms. 21% would still use the traditional prevention method, which are the male condoms. 59 % of the respondents might consider using a female condom instead of a male condom.
- d) A vast 74% of respondents preferred to buy female condoms from retail stores and 26% said they would choose online ecommerce mediums to order.
- e) 81% of the respondents believe that female condoms will empower women and contribute in enhancing wellness, whereas 19% of them don't agree with this idea.
- f) The most important factor for using a female condom was to prevent unwanted pregnancy and STIs (Sexually Transmitted Infections) including HIV. 81% of responses were given for prevention of pregnancy whereas 19% mentioned pleasure during Intercourse.

Cupid's foray into active retailing

Based on the findings of the study, the Company believes that the respondents agree with the fact that Cupid Female Condoms have a strong potential for becoming an important aspect of the life of women. The female condoms not only empower women's decision making during intercourse but also aid benefits to their health and overall wellbeing. The Company firmly believes that India is a huge market for its female condoms and other products and thus intends to strategically focus on this potential opportunity with the following approach:

- a) *Launch its globally accepted female condoms, male condoms and lubricant jellies with India-centric packaging for acceptance*
- b) *Aggressively extend Cupid "For her" awareness campaign to other locations thereby spread more awareness about the use and benefits of using Cupid Female condoms along with other products that the Company makes*
- c) *Two-pronged sales strategy through physical retail stores and e-commerce websites*
 - *Cupid's new range of female condoms, male condoms and lubricant jelly will soon be available at the leading retail stores and e-commerce portals.*

Commenting on the "For Her Campaign" and focused approach to retailing, **Mr. Om Garg, Chairman of Cupid Limited** quoted *"We are happy to conclude this study with Outcry, a leading marketing agency who ran this campaign for us over the last couple of weeks. While the results threw a lot of insights for us, it also complemented our firm belief that India is a potential market for our female condoms and a successful retail foray can not only enable wide reach of our products, but can also significantly contribute towards women empowerment and wellness in the country".*

About Cupid Limited

Registered in Nasik, India, Cupid Limited now offers its Cupid Male Condoms, Cupid Female Condoms and Cupid Water based Jelly in both the domestic and international market. 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 its female condoms. The Company exports to over 26 countries and derives around 80% of its revenues through exports. For more details, please visit www.cupidltd.in