



CUPID LIMITED

Manufacturer & Exporter of Male Condoms, Female Condoms,
Water based Lubricants & In Vitro Diagnostics (IVD) Kits

We Help The World Play Safe

Date: - 19/12/2024

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 held on 19 December, 2024.

Dear Sir / Madam,

With reference to captioned subject, we attached herewith the detail statement of outcome of Board Meeting held on 19 December, 2024 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

Factory & Registered Office:

CIN No.: L25193MH1993PLC070846



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



+91 2551 230280 / 230772
+91 7722009580



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info@cupidlimited.com



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OUTCOME OF BOARD MEETING

December 19th, 2024:

The Board of Directors of Cupid Limited at its meeting held on December 19th, 2024, inter alia, had considered and approved the following matters: -

Commencement time of Board Meeting: - 2.30 P.M.

Conclusion time of Board Meeting: - 2.50 P.M.

1. The appointment of Mr. Santosh Desai as an Additional Director (Non-Executive & Independent) of the company. (Profile as attached)
2. The appointment of Mr. Akshay Kumar as an Additional Director (Non-Executive & Independent) of the company. (Profile as attached)
3. The appointment of Ms. Smeeta Bhatkal as an Additional Director (Non-Executive & Independent) of the company. (Profile as attached)
4. The appointment of Ms. Shaina Narendrasingh Chudasama as an Additional Director (Non-Executive) of the company. (Profile as attached)
5. The payment of profit related commission to Non-Executive Directors subject to approval of shareholders.

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Disclosure in accordance with SEBI Circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023 are provided in Annexure-I.

Place: - Mumbai
Date: - 19/12/2024

By the order of the Board of Directors
For Cupid Limited

Saurabh V. Karmase
Company Secretary and Compliance Officer

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Annexure – I

Disclosures in accordance with SEBI Circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123
dated July 13, 2023

Mr. Santosh Desai:

Particulars	Details
Reason for change viz., appointment, resignation, removal, death or otherwise	Appointment
Date of Appointment and Term of appointment	Mr. Santosh Desai has been appointed as an Additional Director in Independent capacity (Independent Director) of the Company with effect from December 19, 2024 (From the conclusion of Board Meeting) for a period of 5 years up to 18 th December, 2029, subject to approval of shareholders within a period of 3 months.
Brief Profile	As attached
Disclosure of relationships between directors	NIL
Affirmation	Mr. Santosh Desai is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.

Mr. Akshay Kumar:

Particulars	Details
Reason for change viz., appointment, resignation, removal, death or otherwise	Appointment

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Date of Appointment and Term of appointment	Mr. Akshay Kumar has been appointed as an Additional Director in Independent capacity (Independent Director) of the Company with effect from December 19, 2024 (From the conclusion of Board Meeting) for a period of 5 years up to 18 th December, 2029, subject to approval of shareholders within a period of 3 months.
Brief Profile	As attached
Disclosure of relationships between directors	NIL
Affirmation	Mr. Akshay Kumar is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.

Ms. Smeeta Bhatkal:

Particulars	Details
Reason for change viz., appointment, resignation, removal, death or otherwise	Appointment
Date of Appointment and Term of appointment	Ms. Smeeta Bhatkal has been appointed as an Additional Director in Independent capacity (Independent Director) of the Company with effect from December 19, 2024 (From the conclusion of Board Meeting) for a period of 5 years up to 18 th December, 2029, subject to approval of shareholders within a period of 3 months.
Brief Profile	As attached

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Disclosure of relationships between directors	NIL
Affirmation	Ms. Smeeta Bhatkal is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.

Ms. Shaina Narendrasingh Chudasama:

Particulars	Details
Reason for change viz., appointment, resignation, removal, death or otherwise	Appointment
Date of Appointment and Term of appointment	Ms. Shaina Narendrasingh Chudasama has been appointed as an Additional Director (Non-Executive) of the Company with effect from December 19, 2024 (From the conclusion of Board Meeting), subject to approval of shareholders within a period of 3 months.
Brief Profile	As attached
Disclosure of relationships between directors	NIL
Affirmation	Ms. Shaina Narendrasingh Chudasama is not debarred from holding the office of director by virtue of any SEBI order or any other such authority.

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BRIEF PROFILE OF Mr. SANTOSH DESAI

Mr. Santosh Desai is a columnist, media critic and best-selling author. He is the Managing Director and CEO of Future Brands Ltd and the Founder of Think9 Consumer Technologies Pvt. Ltd.

Prior to joining Future Brands, Santosh served as the President of McCann-Erickson, one of India's premier advertising agencies. A post-graduate from IIM Ahmedabad, he spent 21 years in advertising, and has been strategically involved in building key brands for a range of local and multinational clients.

Mr. Santosh Desai has the ability to explain the most complex concepts through the simplest, everyday references. A lively speaker, he enjoys connecting and sharing ideas with a variety of audiences across a multitude of platforms. He has addressed several national and international seminars, and has been a keynote speaker at advertising forums in India, Singapore, Kuala Lumpur, Colombo, Lebanon and Bali. He has also been a guest lecturer at various national & international universities and has addressed the global management boards of several multinationals including; Microsoft, Philips, Nike, Levi's, Hershey's, Unilever, Pepsi, Coca Cola and Reckitt Benckiser.

Mr. Santosh Desai writes regularly on contemporary Indian society and on subjects related to marketing. His popular, weekly column, 'City City Bang Bang', published in The Times of India, looks at contemporary Indian society from an everyday vantage point. He also has had columns in Mint, Media International & Tehelka.

In 2010, he published his book on India titled 'Mother Pious Lady: Making Sense of Everyday India'. A review by Outlook magazine of this bestselling book, calls Desai, "the nearest thing we have to R K Laxman in prose".

He was on the boards of ING Vysya Bank and OXFAM India and is currently on the boards of Think9 Consumer Technologies Pvt Ltd, D.B. Corp. Ltd, FSN E-Commerce Ventures Limited and Breakthrough. He is also a member of the Governing Councils of Mudra Institute of Communication, Ahmedabad & Praxis Business School, Kolkata.

BRIEF PROFILE OF Mr. AKSHAY KUMAR

EDUCATION:

Indian Institute of Management, Ahmedabad (1982-84)	PGDM aka MBA
Indian Institute of Technology, Kharagpur (1977-82)	B.Tech(Hons)-Mechanical
Science College, Patna (1976-77)	1 st year of I.Sc
St Xavier's High School, Sahibganj (1975-76)	ICSE (Class X)

CAREER SUMMARY:

Worked in Industry sectors such as Fertilizers, FMCG, Telecom Services, Retail Banking & Transportation. *Involved in setting up new businesses and projects at*

- *Hindustan Lever Ltd (now HUL) - DAP fertilizer
- *Citibank - Consumer Banking business
- *American President Lines - Land sea route for Nepal Garments
- *BPL Mobile – Indian mobile telephony industry, plus setting up GSM at Reliance Com

Have been in-charge of supervision of manufacturing/network teams at Spirits(alco-bev) and Telecom companies in India as well as Nigeria.

Have worked in top MNCs in India- HLL, Citibank, Standard Chartered Bank, APL, etc.- as well as with largest Family Managed Companies (FMCs)- BPL, Airtel, Reliance, etc.- and have shown the adaptability to succeed across different organizational DNA.

As Head of Business across companies, have spent a considerable time working with Govt /Bureaucrats/Media/ and Industry Associations.

Have worked in multiple countries and been exposed to different societies/work groups across India, Singapore, Hong Kong, Indonesia, Mauritius and Nigeria.

Enjoy teaching MBA students at IIM Bodh Gaya, IIM Shillong, IMT Ghaziabad, etc. Mentor professionals who have been industry colleagues in the past, as well as a couple of startups.

WORK EXPERIENCE:

Last 10 years!

- Director/ CEO – White Spread Foods Pvt Ltd / Jalpak.
- Managing Director – Grand Oak Ltd, Nigeria, the country's largest spirits company from Dec 2012 to Nov 2016.
- COO – United Spirits Ltd from Dec 2010 to August 2012, as P&L Head for West.
- CMO/ Regional Head & CEO at Reliance Communications from July 2007 to Dec 2010.

BRIEF PROFILE OF Ms. SMEETA BHATKAL

EXPERIENCE:

2002 to date: Welingkar Institute of Management Development & Research, Mumbai *Presently Dean – Banking, Financial Services & Insurance*

1995-2002: Prime Securities Limited
Director: Corporate Finance

1992-1995: ICICI Securities and Finance Co Limited
Group Manager: Corporate Finance

1992-1995: ICICI Limited

Independent Director on the Board of Prime Securities Ltd. Was an Independent Director on the Board of SBI General Insurance Co. Ltd. and SBI DFHI Ltd.

OTHER INFORMATION:

Currently pursuing Ph. D. at Mumbai University.

Attended the Global Colloquium on Participant Centered Learning Program (GCPCL) at Harvard Business School, Boston in 2010 and in Sao Paulo in 2011.

Attended the program on International Financial Markets conducted by the Bombay Stock Exchange, which involved visiting 6 financial centers of Asia to understand their financial systems.

Attended the Morgan Finance Program at JP Morgan's New York office and was rated as "Consistently exceeds JP Morgan's rigorous standards".

Author of the book *Handbook of Banking Terms*.

EDUCATION:

1986 P.G.D.M. Indian Institute of Management, Ahmedabad

1984 B.Com. Sydenham College, Mumbai

1981. H.S.C. Narsee Monjee College, Mumbai

1978. I.C.S.E. Queen Mary School, Mumbai

Have won various academic awards for performance at the I.C.S.E., H.S.C. and B.Com. Examinations

BRIEF PROFILE OF Ms. SHAINA NARENDRASINGH CHUDASAMA

Leading fashion designer Shaina Narendrasingh Chudasama is popularly known as Shaina NC. She is a young professional lady with an educational background of political science and totally committed to serve humanity. Ambition, diligence and focus have led the young and dynamic Shaina N. C. to being one of the most successful fashion designers in the country today. she graduated in Political Science with distinction from St Xavier's College Mumbai, she then went to the Fashion Institute of Technology, (FIT) New York where she completed her associates degree in Fashion Design.

She has worked with several NGO's and has been actively patronizing Cancer Patients Aid Association for the past fifteen years. She has also organized many charity shows for the physically disabled and differently-able children. She is running a leading NGO – Giants Welfare Foundation as its World Chairperson serving the society through its 625 Giants Groups all over the globe by having several health care, family planning, awareness programs on different current issues and Anti-Aids programs.

Shaina joined the BJP in 2004 along with her group of 250 young professional from different walks of life. She was elected Secretary of the BJP, Mumbai and the youngest member and the only woman in the team. She has been the Spokesperson of BJP Maharashtra, and National Executive member of the BJP. She is the National Spokesperson from Mumbai.

She is now appointed as Director of prestigious PRASAR BHARTI BOARD to makeover for the public broadcaster like Doordarshan.