



November 22, 2024

To,

BSE Limited,
20th Floor, P. J. Towers,
Dalal Street,
Mumbai – 400 001.
(Scrip Code: 539528; Scrip Id: AAYUSH)

Metropolitan Stock Exchange of India Limited,
Vibgyor Towers, 4th floor, Plot No C 62, G - Block,
Opp. Trident Hotel, Bandra Kurla Complex, Bandra
(E), Mumbai – 400 098
(Symbol – AAYUSH, Series – EQ)

Dear Sir/Madam,

Subject: Press Release – AAYUSH HERBAL PAN MASALA - ALTERNATIVE TO HARMFUL GUTKA AND PAN MASALA DEBUTS ON FLIPKART

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release issued by Aayush Wellness Limited (“the Company”) on the above captioned subject.

Contents of the press release are self-explanatory.

You are requested to take the above cited information on your records.

Thanking You,

For Aayush Wellness Limited
(Formerly known as Aayush Food and Herbs Limited)

Naveenakumar Kunjaru
Managing Director
DIN: 07087891

AAYUSH WELLNESS LIMITED
(Formerly known as Aayush Food and Herbs Limited)
CIN: L01122DL1984PLC018307

Registered Office: 55, 2nd Floor, Lane 2, Westend Marg, Saidullajab, Near Saket Metro Station, New Delhi, Delhi 110030
Contact No: +91 8448693031 **Email:** cs@aayushwellness.com **Website:** www.aayushwellness.com



PRESS RELEASE

AAYUSH HERBAL PAN MASALA - ALTERNATIVE TO HARMFUL GUTKA AND PAN MASALA DEBUTS ON FLIPKART

November 22, 2024, New Delhi: We are delighted to announce that Aayush Herbal Pan Masala, one of India's best-selling herbal alternatives to harmful Pan Masala and Gutka, has now debuted on Flipkart, one of the country's leading e-commerce platforms.

The consumers now have an option to purchase their favorite Aayush Herbal Pan Masala from Flipkart along with other products. Purchasing through Flipkart will also enable the consumers to take advantage of other offers / schemes / discounts available on Flipkart.

The screenshot displays the Flipkart product page for 'Aayush Herbal Pan Masala Smoking Cessations (Pack of 25)'. The product is priced at ₹1,200. Key features include: 'Available offers' such as 5% Unlimited Cashback on Flipkart Axis Bank Credit Card, Bank Offer Flat ₹1,200 off on HDFC Bank Credit Card EMI Txns on 6 and 9 months tenure, Bank Offer Flat ₹1,500 off on HDFC Bank Credit Card EMI Txns on 12 months tenure, and Bank Offer 10% off up to ₹1750 on HDFC Bank Credit Card EMI Txns on 24 months tenure. Delivery is by 25 Nov, Monday, for free if ordered before 9:59 AM. The product is sold by AayushWellnessLimited with a 3.6 star rating. The product image shows a pack of 25 pan masala pieces, with text indicating 'NO TOBACCO', 'NO SUPHARI', and 'FLAVOUR OF PAN MASALA'. The seller is AayushWellnessLimited.

Mr. Naveena Kumar, Managing Director of Aayush Wellness said that *“Getting the Aayush Herbal Pan Masala on a major e-commerce platform is a very significant development as it differentiates our product from other harmful Gutka and Pan Masala’s which are not allowed to*

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be sold on e-commerce platforms. Availability of Aayush Herbal Pan Masala on Flipkart will make it more accessible to general public increase the market penetration for the product.”

This strategic move will not only broaden our customer base but also solidify our brand as a reliable name in the herbal and wellness product segment.

About Aayush Wellness Limited:
(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528], established in 1989 is a pioneering name in health and wellness solutions, dedicated to offering products that merge wellbeing with innovation. We are India's smart nutrition company committed to offer quality and Services to enhance the consumer well-being. Aayush Wellness continues to lead the industry in promoting healthier lifestyle choices through its diverse range of wellness products and services. For more information, please visit www.aayushwellness.com or Call: 8655611700 for business inquiries.

Disclaimer: Certain statements in this press release may be forward-looking statements and/or based on management's current expectations and beliefs concerning future developments and their potential effects upon Aayush Wellness Limited and its associates. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Aayush Wellness Limited does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

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