



October 28, 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 Wellness Limited launches Rs. 10/- Herbal Pan Masala Sachets on Public Demand.

Empowering Consumers with a healthy lifestyle at an affordable price

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 Wellness Limited launches Rs. 10/- Herbal Pan Masala Sachets on Public Demand

Empowering Consumers with a healthy lifestyle at an affordable price

New Delhi, Monday, 28th October 2024 — Aayush Wellness Limited, India's smart nutrition company has introduced Rs. 10/- Sachets of its popular Herbal Pan Masala in response to overwhelming demand from consumers and distributors. Majority of the Gutka and Pan Masala consumers are from financially weaker section. They cannot afford to spend a lot of big packets and do not have any healthy alternatives to replace the harmful products. These new budget friendly sachets will empower the financially weaker sections of the society to shun the Gutka/Pan Masala and switch to herbal and healthy options.

Aayush Herbal Pan Masala has been rapidly growing in the Rs. ₹43,410.2 crores Pan Masala and Gutka market. These small sachets will increase the market penetration and fuel the company's growth.

The new sachets will be available in three distinct flavors: Pan Masala flavor, Gutka Flavor, and a Tobacco + Pan Masala Flavor, further expanding the company's product portfolio.

Mr. Kumar, Managing Director of Aayush Wellness

Limited said “In response to rising demand for healthier alternatives at an affordable price, we are proudly introducing our ₹10 Herbal Pan Masala sachets, addressing the needs of health-conscious consumers who seek quality products without compromising on their budget, making wellness accessible to individuals across India This launch of sachets is a very significant event in the history of our company.

This sachet will mainly benefit the financially weaker sections of society who consume harmful Pan Masala / Gutka and do not have any healthy alternative that they could afford. We want Aayush Wellness to reach every household in India. Our products are designed with a vision to transform the life of our consumers and make healthcare affordable.”

This strategic launch follows the success of Aayush Wellness's 10-gram herbal pan masala packs, which gained traction among health-conscious consumers across India seeking alternatives to traditional tobacco-



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based products. The company is witnessing a remarkable surge in orders from across India, particularly from states with high pan masala consumption, such as Gujarat, Maharashtra, Rajasthan, Uttar Pradesh, and Madhya Pradesh.

Aayush Wellness Herbal Pan Masala has outpaced industry growth, with revenue from online channels increasing by an impressive 33% month-on-month in September 2024, driven by rising consumer demand.

In addition to direct consumer demand, the product has generated tremendous interest among distributors and resellers all over India. The company's recent marketing campaigns have attracted widespread attention from stockiest, Developer, and CNF agents across India. Many distributors have already placed advance orders, reflecting confidence in both the product and the growing market for herbal alternatives. The demand for the herbal pan masala reinstates our belief that the people of India have become more aware about the harms of tobacco & chemical-based products and are inclined towards leading a healthy lifestyle.

This budget friendly pack will be available online as well as offline. The consumers will be able to purchase the single use pouch from the company's website as well as nearest Pan shops as well as grocery stores.

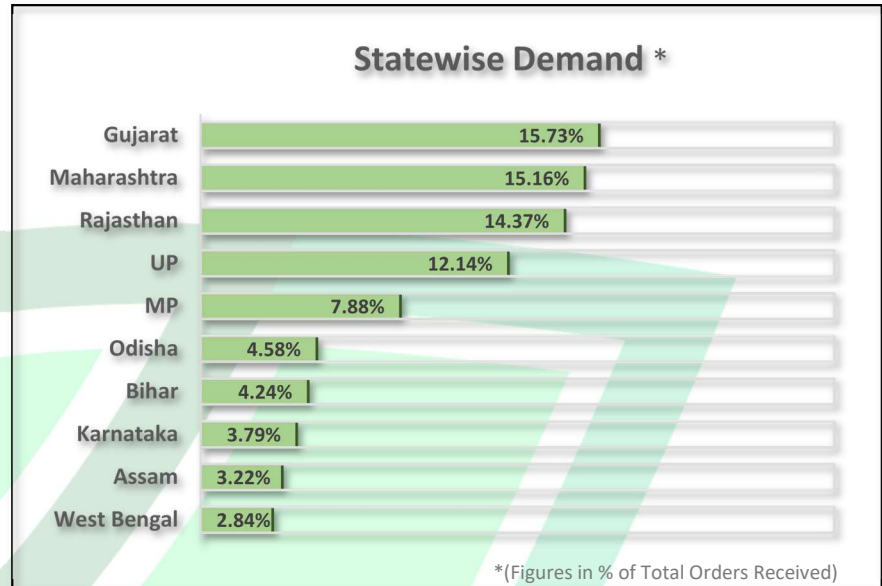
The launch of the Rs. 10/- sachets positions Aayush Wellness as a strong contender in the expanding market indicating its ability to leverage regional preferences and capitalize on the growing trend for healthier alternatives in the sector.

As the company continues to innovate and expand its offerings, it remains committed to enhancing the wellness of its consumers and contributing positively to India's rich cultural heritage.

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.



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