



CIN No. : L24230GJ2011PLC064731

GST No. : 24AADCN5937D1ZM

## NOVATEOR RESEARCH LABORATORIES LIMITED

(Innovative Cosmetic and Pharma Products)

**Date: 6<sup>th</sup> February, 2025**

To,  
Department of Corporate Services  
BSE Limited  
PhirozeJeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001

**(Script Code: 542771)**

**Subject: Intimation pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, this is to kindly inform you that as a forward integration step, Novateor Research Laboratories Limited, is delighted to launch SmiloShine ChocoJoy Toothpaste as on 14<sup>th</sup> February, 2025

SmiloShine ChocoJoy is **India's first chocolate-flavored toothpaste** that provides the experience of enjoying chocolate while brushing. It is designed for **all age groups** and aims to make oral care an enjoyable and innovative experience.

**The details of the said product are as follows:**

1.	Name of the Product	SMILOSHINE ChocoJoy Toothpaste
2.	Date of Launch	6 <sup>th</sup> February, 2025
3.	Category of the Product	Oral Care product
4.	Whether caters to domestic and international market	Both domestic and international market

Please take same on your record and oblige.

Thanking you,

Yours faithfully,

**For, NOVATEOR RESEARCH LABORATORIES LIMITED**

**Navdeep Mehta**  
**Managing Director**  
**DIN: 03441623**

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