



# MISHTANN

limitless happiness...☺

Date: May 03, 2022

To General Manager – Listing Corporate Relationship Department <b>BSE Limited</b> P. J. Towers, Dalal Street, Mumbai-400001 <b>BSE SCRIP CODE – 539594</b>	To Listing Division <b>Metropolitan Stock Exchange of India Limited</b> 4th Vibgyor Tower, Opp. Trident Hotel, Bandra-Kurla Complex, Mumbai-400098  <b>MSEI SYMBOL – MISHTANN</b>
--	---

**Subject: Intimation pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 regarding New Product Launch**

Dear Sir,

Pursuant to Regulation 30 read with Part B of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company is launching new product "ROCK SALT" under the Brand Name 'MISHTANN'.

The details of the said product are as follow:

a)	Name of the product	MISHTANN ROCK SALT
b)	Date of Launching	Today i.e., 3 <sup>rd</sup> May, 2022 On Auspicious occasion of Akshaya Tritiya
c)	Category of the product	FMCG Sector
d)	Whether caters to domestic and international market	Domestic Market
e)	Features	Annexure-I is attached herewith

This is for your kind information and records please.

Thanking you

For Mishtann Foods Limited

**Shivangi Shah**  
Company Secretary and Compliance Officer



 **MISHTANN FOODS LIMITED**

**REGISTERED OFFICE:**

C-808, Ganesh Maridian,  
Opp. Gujarat High Court,  
S.G. Highway, Ahmedabad-380060.

Ph.: +91 7940023116  
Fax: +91 7940033116  
info@mishtann.com

**PLANT:**

Survey No.10, At Kבודari,  
Himatnagar - Dhansura Highway, Ta. Talod,  
Dist. Sabarkantha-383305, Gujarat, India

CIN NO. : L15400GJ1981PLC004170

[www.mishtann.com](http://www.mishtann.com)

## **Annexure-1**

The Company is launching Rock Salt under its name and brand of retail packaging of 500 grams and 1 Kilogram on auspicious occasion of Akshaya Tritiya on 03<sup>rd</sup> March 2022.

The brand of Rock Salt is called "Mishtann" and will be available across India through our retail network of approximate 72000+ retailers.

### **What is rock salt? And how is it prepared?**

Rock salt is a pure form of salt that is generally found in the Himalayan region in higher concentration. Like common salt, it is not refined and present in its pure crystalline form. During the refining process of salt, many harmful chemicals are added to it to prevent salt from getting soggy. Rock salt is free from such chemicals therefore it can be consumed without having a side effect.

Rock salt formed when seawater or lake water evaporates and leave behind pale, transparent crystals of sodium chloride.

### **Health Benefits of Rock Salt**

Rock salt is loaded with sodium chloride and other different micronutrients such as calcium, magnesium, iron, sulphur, zinc, oxygen, hydrogen, and cobalt. These essentials perform various body functions and keep you healthy and strong. Here are we enlisted various rock salt benefits –

#### **1: Promotes digestion**

Rock salt is an excellent home remedy for digestive problems such as constipation, heartburn, bloating, stomach pain, etc. Rock salt is full of minerals and vitamins, which improves digestion, promotes bowel movements, and helps to clean toxic products from the intestine. It also helps to improve the loss of appetite. The study result suggests that rock salt can stimulate insulin in the body that prevents sugar cravings. Rock Salt can also be of help in losing weight.

#### **2: Boosts metabolism**

Rock salt stimulates your body's metabolism to improve body function. Rock salt facilitates mineral and water absorption. It also helps to maintain an electrolyte balance without fluctuating the blood pressure. Rock salt also provides a cooling effect on your internal body organs.

#### **3: Boosts immune system**

Rock salt is rich in vitamin K, which helps to strengthen your bones and also boost your immunity. It also enhances the body's bone metabolism, which prevents several diseases and illnesses.

#### **4: Relief from muscle cramps**

Rock salt contains a pure form of sodium chloride and forms of nutrients such as potassium. Electrolyte potassium and salt imbalance can be a risk factor for muscle cramps. So, rock salt can balance the potassium deficiency and prevent muscle cramps.

#### **5: Treat sore throat**

Saltwater gargling is a common home remedy for sore throat. Rock salt has decongestant properties that help to relieve your blocked nose, cough, and clears the nasal and throat cavity. It is also a well-known remedy for tonsillitis asthma, and it helps to boost your lung capacity.

#### **6: Stabilize blood pressure**

Rock salt is high in potassium that helps to control blood pressure. Research suggests that rock salt maintain a balance of blood pressure.

**7: Relief from stress**

Consuming a small amount of rock salt in soup or taking a bath with rock salt in warm water can relieve your stress and activates your brain. It gives you a calm effect and relaxes your body and mind.

**8: Promotes healthy skin**

Ayurveda medicine literature suggests that rock salt cleanse, strengthen, and rejuvenate your skin. Rock salt prevents oiliness, reduces acne, remove clogged dirt, and gives radiant skin. It also reduces the symptoms of eczema and dermatitis and makes your skin soft and smooth.

**9: Promotes healthy hair**

Rock salt helps to get rid of all dirt from hair and also prevents dandruff and hair falls.