



AHCL/ SE/ 32 /2022-23

November 2, 2022

<b>The National Stock Exchange of India Limited</b> “Exchange Plaza”, C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	<b>BSE Limited</b> Department of Corporate Services 1 <sup>st</sup> Floor, P.J. Towers, Dalal Street, Mumbai 400 001
<b>Symbol: AMRUTANJAN</b>	<b>Scrip Code: 590006</b>

**Dear Sir/ Madam,**

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015 (SEBI LODR) regarding New Product Launch**

Pursuant to regulation 30 of SEBI LODR, we hereby attach an announcement regarding the new product launch.

We request to take the above on record and disseminate the same

**For Amrutanjan Health Care Limited**

**(M. SRINIVASAN)**  
**Company Secretary & Compliance Officer**

**Amrutanjan Health Care Limited**

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## AMRUTANJAN HEALTH CARE LIMITED

Dear Stakeholders,

We are happy to announce the launch of Comfy Period Pain Roll-On (PPRO). Comfy, a fast-growing brand in the sanitary napkin market, registered a growth of 53% at 5-year CAGR. The brand continued its growth in Q1'22 at 51% vs Q1'21.

At Amrutanjan, we are committed to creating offerings which, help people get rid of pain. As pioneers in pain management, we extended the Comfy brand to period pain relief roll-on that offers pain relief to consumers during their menstrual cycle.

Comfy PPRO is a unique product that helps consumers relieve pain during their periods. It is a 100% Ayurvedic product available in 50ml bottle. The unique roller ball applicator offers hands free, non-messy application. The non-sticky, non-staining formula with an aromatic fragrance soothes the pain area and help in pain relief.



The vision of Comfy brand is to provide consumers with a wholistic and superior solutions to manage their menstrual cycle. The Tampon and Menstrual Cups market is emerging in India. Consumers are constantly seeking for better experience during their periods. We introduced Comfy Tampons and Menstrual Cups which are superior menstrual hygiene solutions. Comfy Tampons are available in two variants - Regular and Super priced competitively at Rs. 260 and Rs. 280, respectively. Comfy Menstrual Cups are available in three variants - Small, Medium and Large, priced at Rs.400 per unit.

### **Amrutanjan's Comfy range of menstrual hygiene products**

