



Corp Office: 8-3-191/40/4, Plot No B1, 2nd Floor, Padam Manohar Arcade, Besides More Supermarket,
Opp – Sainath Hospital, Madhura Nagar, Hyderabad – 500038 Telangana

To,
General Manager,
BSE Limited,
P.J. Tower, Dalal Street,
Fort, Mumbai, 400 001.

03/01/2021

Script Code: 540108


Scrip Name: TIAANC

Sub: Press Release

Dear Sir,

Please find the enclosed Press Release titled “Tiaan Consumer Limited enters the Gulf Region, ties up with Greentrade Enterprises FZ-LLC for distribution”

For Tiaan Consumer Limited


Shanoo Mathew
Company Secretary



TIAAN CONSUMER LIMITED (Formerly Tiaan Ayurvedic & Herbs Ltd)

Regd. Off.: 405, Patel Ashwamegh Complex, Jetalpur Road, Near Dairy Den Circle, Sayajigunj, Vadodara - 390005 Gujarat

CIN No: L85100GJ1992PLC017397 • Email: info@tiaanstore.com • Website: <https://tiaanstore.com>



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Tiaan Consumer Limited enters the Gulf region, ties up with Greentrade Enterprises FZ-LLC for distribution

Mumbai, January 3, 2021: TIAAN Consumer Limited (formerly Tiaan Ayurvedic & Herbs Limited), a leading provider of 100% ayurvedic and natural personal care products has signed a marketing agreement with Dubai based Greentrade Enterprises FZ LLC, a distributor for consumer products in the Gulf region.

Under the agreement, Greentrade will be the exclusive seller for all products of Tiaan in the Gulf Nations of UAE, Saudi Arabia, Bahrain, Kuwait, Qatar and Oman for five years. In return, Greentrade has committed a minimum business volume of ₹15 crores (AED 7.5 million at current rates) over the tenure of the agreement.

Mr. Anuraag K. Poojary, Director – Marketing & H.R., Tiaan Consumer Limited, stated “We are excited to sign the agreement with Greentrade Enterprises. This pact will enable us to enter the high potential Gulf region where we have seen increasing demand for highest quality natural personal care products. Greentrade will bolster our core offering in the Middle East market and will further define our footprint in retail.”

About Greentrade Enterprises FZ-LLC

GREENTRADE ENTERPRISES FZ-LLC is a distribution company supplying consumer products across the Middle East region, Africa and the CIS countries. The company has an extensive network to provide reach for consistent supply of consumer products in these countries.

About Tiaan Consumer Limited (formerly Tiaan Ayurvedic & Herbs Limited)

TIAAN Consumer Limited (formerly Tiaan Ayurvedic & Herbs Limited) is a BSE listed company (Scrip Code: 540108) engaged in selling 100% ayurvedic and natural personal care products such as face washes, face creams, face gels, face scrubs, shampoos, body washes, body lotions, handmade soaps, hand sanitisers, essential aromatic oils, hair serums and hair setting gels. Tiaan is gradually expanding its footprint with five verticals pan-India with its commitment to support everyone in their endeavour to stay healthy in a natural way.

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