



AHCL/SE/27/2020-21

September 21 2020

The National Stock Exchange of India Limited, Exchange plaza, C1 Block G, Bandra Kurla Complex, Bandra(E) Mumbai-400 051. ISIN: INE098F01031	BSE LIMITED, Department of Corporate Services, 1 st floor, P.J Towers, Dalal Street, Mumbai- 400 001
SYMBOL: AMRUTANJAN	SCRIP CODE: 590006

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to abovementioned regulation, we enclose herewith the Business Update announcing Amrutanjan's partnership with 3 times IPL champion, Chennai Super Kings, as **Official Pain Relief Partner-Digital for the 2020 edition of IPL.**

Request you to take the same on record.

Thank You.
For Amrutanjan Health Care Limited





M. SRINIVASAN
COMPANY SECRETARY AND COMPLIANCE OFFICER

Encl: a/a



**OFFICIAL PAIN RELIEF PARTNER
(DIGITAL)**



Amrutanjan is **Official Pain Relief Partner-Digital** for **Chennai Super Kings**

With a legacy of trust spanning over 125 years, Amrutanjan, headquartered in Chennai, is a reputed name in healthcare management. Amrutanjan effectively blends nature's pure, trusted extracts with scientific research to derive pure, innovative, efficacious and deep action products that ensure instant and long-lasting relief with absolutely no side effects. Today the company is India's leading Pain Specialist and loyal to its roots in Ayurveda. For over four generations, millions around the world have loved and trusted Amrutanjan's pain relief products to kick out stress related headaches and body pain and act as relaxants for day-to-day tension.

Today, Amrutanjan is delighted and takes pride in the fact that three-time Indian Premier League champions Chennai Super Kings (CSK) have preferred us as their Official Pain Relief Partner-Digital for the 13th edition of the IPL tournament being held in the UAE from 19 September - 10 November 2020.

In everyday life an individual cannot afford to be out of action for long, and millions trust Amrutanjan's yellow balm that starts acting in 60 sec, and the relief lasts up to 8 hours. The Advanced Back Pain + Roll-On starts working in 30 sec and remains effective for a considerable period. Similarly the Head Roll-On takes a mere 2 minutes to start working and offers relief for up to 18 hours.

The power of Amrutanjan yellow is reflective of a re-awakening of spirit and energy and this is exactly the effect the balm has on users each time. This is in synergy with the trademark and unmissable yellow of the CSK team which is reflected in myriad ways during the season and ensures a rare surge of energy among the millions who follow the game.

Speaking on the partnership, Chairman and Managing Director of Amrutanjan Health Care Ltd. Mr S. Sambhu Prasad said: "This is a first-of-its kind association and we are delighted to be preferred as the **Official Pain Relief Partner-Digital** for Chennai Super Kings for the 2020 edition of IPL."

Speaking on the same subject, Group Product Manager of Amrutanjan Health Care Ltd., Mr. A. Sreenath said "We at Amrutanjan are happy to be associated with team CSK & we wish them a great tournament".

Speaking on the same subject, Mr K.S. Viswanathan, CEO, CSK, said, "Amrutanjan is a reputed and well trusted name and was a natural choice for us as our **Official Pain Relief Partner-Digital.**"