



Date: 5th November, 2024

To,
The General Manager,
Corporate Relationship Department,
The Bombay Stock Exchange Limited,
Dalal Street, Mumbai – 400 001.

Scip Code: 541601

Subject: Turning Down acquisition offer for focusing on greater growth.

In continuation of our previous announcement uploaded on 23rd October, 2024, we would like to express my sincere gratitude to Python Chemical Company Limited, Hong Kong for their proposal and the interest they've shown in acquiring Dava Discount & PlayWin. Their recognition of our hard work and potential reflects the impact we have created across our sectors. However, after thoughtful deliberation, we have decided to respectfully decline the offer.

We are immensely proud of how far we've come. The valuation offered does not reflect the true worth of our company or the immense potential we have cultivated. Over the years, we have invested significant effort into building strong brands, enhancing our marketing strategies, and transforming our products into household names. Today, India's healthcare and wellness sector is on the verge of unprecedented growth and the valuation presented, does not align with the long-term value we foresee as both our core sectors, **Dava Discount—Medical & Wellness and PlayWin—Sexual Wellness & Lifestyle**, are only in the early stages of realizing their potential. Below is a closer look at each sector and why we remain committed to growing independently.

Dava Discount

Dava discount offers a business opportunity in domestic horizon covering all state of the country. Dava discount is supplying all pharmaceutical product throughout the country with its Dava discount franchisee. Our business objective is to provide good benefits to our associates and provide all branded medicine at discounted price Dava Discount assures you best of services for effective and unique marketing skills in the territory or pin code chosen by you and ensures timely supply of branded medicines in competitive prices. Not only this, the company provides you assuring goodwill on which you can always rely upon. We have even introduced a unique idea of **SUPERMART** which is combination of Supermarket + Medical. We own a supermart which is a one stop destination for our consumer's wellbeing and convenience.

This sector has witnessed rapid advancements in recent years, and we are proud to have played a pivotal role in popularizing our Dava Discount for its various medical franchises, throughout India. Through innovative marketing and consumer education, we've positioned ourselves as a trusted name in this market. There are still vast opportunities ahead, including more medical expansion and tapping into new regions where wellness is becoming a priority.



With being one of the leading brand for medical franchises and increasing demand for holistic health solutions, we believe the brand equity and market awareness we have cultivated will continue to grow. We are confident that holding onto this momentum will enable us to scale significantly, ultimately yielding a higher valuation in the future.

PlayWin

Since 2015, our foray into the sexual wellness space was a bold step, and we have worked tirelessly to normalize conversations and foster greater acceptance in this sector. Our work in sexual wellness have been transformative, making us one of the leading brand, with our in-house products like, **PlayWin Capsules for men as well as women, PlayWin Oil etc., and lifestyle products like, Rajnish Lotion, Rajnish Malam, Oil** etc. We've built a brand that promotes health, confidence, and empowerment, earning trust among consumers and leading the charge toward sexual wellness. Our products have survived in this competitive market and has made recognition even at smaller regions. We are a well-known brand overall Maharashtra and North India and we are soon aiming to capture other regions of India as well with our rigorous marketing techniques.

This market is driven by shifting attitudes and increasing awareness. We see massive potential to further diversify into related lifestyle categories and strengthen our presence. Maintaining control over our sustainability here is essential as this sector is only set to expand, with new opportunities emerging every day.

Our Way Forward

While we respect and appreciate the interest, the offer undervalues our achievements and the promising future we see for our brand. We believe our journey has just begun and we have built a great momentum. We believe the valuation doesn't accurately reflect the true potential and worth of what we've built. Our team has laid a solid foundation, and we are confident that with our growth in the upcoming years, we will achieve even greater milestones in the near future. While we respect this offer, we expect future offers to align better with the value we bring. We remain open to discussions but will also explore opportunities with other companies that recognize our full potential and offer terms that match our ambitions.

We extend our gratitude to our shareholders for their continued trust and belief in our journey. We are excited and optimistic about the path ahead, committed to leveraging our expertise to unlock even greater growth in the years to come.

Warm regards,

Rajnish Wellness Limited.