



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.

24/01/2021

Script Code: 540108

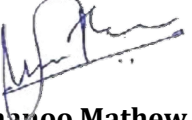
Scrip Name: TIAANC

Sub: Press Release

Dear Sir,

Please find the enclosed Press Release titled “Tiaan Consumer Limited Signs Up as a beauty Partner for Safe Speed Challenge”

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 Diary Den Circle, Sayajigunj, Vadodara - 390005 Gujarat

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Tiaan Consumer Limited Signs Up as a Beauty Partner for Safe Speed Challenge

Mumbai, January 24, 2021: TIAAN Consumer Limited (formerly Tiaan Ayurvedic & Herbs Limited), a leading provider of 100% ayurvedic and natural personal care products is proud to sign up as a Beauty Partner for Safe Speed Challenge (2021), A Road Safety Initiative by Club D2S – an NGO focused on educating people on road safety.

Safe Speed Challenge is a Club D2S initiative that aims to raise awareness about road safety. The goal of the event is to bring about a culture of safe driving and thus reduce accidents with their motto “Sadak Suraksha – Jeevan Raksha”. The whole team at Tiaan Consumer Limited is proud to be associated with such a noble cause.

Mr. Anuraag K. Poojary, Director – Marketing & H.R., Tiaan Consumer Limited, stated “Road safety is a prime concern in India. We at Tiaan are proud to be associated with Safe Speed Challenge initiative by D2S. Just as D2S focuses on safety of people on roads, we at Tiaan consider skin safety of customers as an utmost priority and are proud to be associated as Beauty Partner with Safe Speed Challenge.”

About Club D2S

Club D2S – Drive Smart Drive Safe (D2S), is an NGO that aims to educate people on road safety & reduce road accidents & death on Indian roads. The NGO works towards raising awareness on road safety through rallies, street plays and social media to connect with citizens towards best practices in road travel.

About Safe Speed Challenge

All-Women Teams of Challengers on a never before mission from Wagah Border to Kanyakumari will drive to win India’s 1st ever national championship on driving safe. The women challengers include Chaitanya Keloth, Sanober K Dordi, Smitha Prasad and Neha Dua and the driving event flagged off on 18th January 2021 will pass through different parts of the country to reach Kanyakumari. This challenge is monitored through AI based Technology on safe driving behaviour.

About Tiaan Consumer 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.

Media Relations

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