



June 24, 2024

To,

<b>BSE Limited,</b> 20 <sup>th</sup> Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	<b>Metropolitan Stock Exchange of India Limited,</b> Vibgyor Towers, 4 <sup>th</sup> floor, Plot No C 62, G - Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (E), Mumbai – 400 098 (Symbol – AAYUSH, Series – EQ)
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Dear Sir/Madam,

**Subject: Product launch Intimation as per Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.**

Pursuant to the above cited subject, we are pleased to inform that the company has launched new product i.e. “Aayush Herbal Pan Masala”

Further the details required about the product as mentioned in SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is under:

Sr. No.	Particulars	Details
1	Name of the product	Aayush Herbal Pan Masala
2	Date of Launch	June 24, 2024
3	Category of the product	Health and Herbal Products
4	Whether caters to domestic/international market	Domestic
5	Name of the countries in which the product is launched (in case of international)	Not Applicable

The press release of the product is attached herewith for your review.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking You,

**For Aayush Wellness Limited**  
(Formerly known as Aayush Food and Herbs Limited)

**Naveenakumar Kunjaru**  
Managing Director  
DIN: 07087891

**AAYUSH WELLNESS LIMITED**  
(Formerly known as Aayush Food and Herbs Limited)  
CIN: L01122DL1984PLC018307

Registered Office: 55, 2<sup>nd</sup> Floor, Lane 2, Westend Marg, Saidullajab, Near Saket Metro Station, New Delhi, Delhi 110030  
Contact No: +91 8448693031 Email: cs@aayushwellness.com Website: www.aayushwellness.com



**PRESS RELEASE**

**AAYUSH WELLNESS LAUNCHES HERBAL PAN MASALA & GUTKA**

**NO TOBACCO & NO SUPARI**

**TRANSFORMING CHEWING HABITS OF 27.49 CRORE TOBACCO CONSUMERS**

*New tobacco & supari free herbal alternative poised to disrupt the Gutka and Pan Masala Market.*

**New Delhi, India, June 24, 2024** – Aayush Wellness Limited [BSE scrip code: 539528], formerly known as Aayush Food and Herbs Limited, is excited to announce the launch of Aayush Tobacco-free Herbal Pan Masala & Gutka, a ground-breaking product designed to revolutionize the chewing habits of India's 27.49 crore Gutka and Pan Masala consumers. This new affordable Tobacco-free, Supari-free, non-spitting, non-addictive Pan Masala with a familiar smell and taste is introduced to help individuals make better choices without compromising on the cultural and sensory experience traditionally associated with tobacco & pan masala.

Mr. Naveena Kumar, Managing Director of Aayush Wellness Ltd said, *"India has the highest number of Gutka and Pan masala consumers in the world. In 2023, Indians spent approximately Rs. 423 Lakh Crores to buy cancer and illness causing gutka and Pan masala and have to shell out a lot more for treatment of these diseases. Many states are also taking steps to ban these harmful products but despite several awareness initiatives and action by the Government, the number of people consuming Gutka is increasing at an alarming rate. Gutka consumption also leads to people spitting indiscriminately further elevating the chances of spread of diseases and unhygienic surroundings.*

Notably, cricket legend Sachin Tendulkar recently tweeted his support for healthier choices, emphasizing the importance of saying no to tobacco:



Tendulkar's advocacy for tobacco-free products underscores the significance of initiatives in providing safer alternatives for consumers.

*At Aayush Wellness, we understood the need of a healthy alternative to help people replace gutka & pan masala consumption. Consumers deserve a choice that promotes wellness without sacrificing enjoyment. Hence, after a detailed study of the consumer preference, we have launched this tobacco*

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*free Pan Masala at a competitive price of Rs. 7/- per serving (approx).*

Aayush Herbal Pan Masala is a harmonious blend of natural herbs and potent ayurvedic ingredients renowned for their digestive benefits and aromatic richness. Unlike conventional pan masala, which often contains harmful ingredients such as tobacco, nicotine, supari, etc, Tobacco-free herbal Pan Masala is free from these harmful substances. Our unique formulation includes key beneficial ingredients such as **Kaunch Beej, Tamarind, Amla, Turmeric, Melon Seeds, Cardamom, Kesar, Ashwagandha, Mulethi, Menthol and other herbs** ensuring a delightful sensory experience along with physiological benefits while upholding cultural traditions.

This Pan Masala, being a 100% natural and vegan product, prioritizes consumer health and well-being by offering a gratifying taste experience. As a spit-free alternative this pan masala can play an important role in the “**SWACCH BHARAT**” mission.

This unique blend, crafted from authentic Ayurvedic herbs, offers a sophisticated and refreshing flavour profile that supports digestive health, freshens breath, and maintains oral hygiene without any harmful additives.



*"Our goal at Aayush Wellness is to raise Indian health standards and bring about a revolutionary change in the healthcare and wellness eco-system. We shall also collaborate with government and non- government organisations to encourage people to make better choices" added Mr. Kunjaru.*

**About Aayush Wellness Limited:**

(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528], established in 1989 is a pioneering name in health and wellness solutions, dedicated to offering products that merge wellbeing with innovation. With a steadfast commitment to quality and consumer well-being, Aayush Wellness continues to lead the industry in promoting healthier lifestyle choices through its diverse range of herbal products. For more information, please visit [www.aayushwellness.com](http://www.aayushwellness.com)

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