



**TTK Healthcare
LIMITED**

TTKH:SEC:GJ:130:22

June 29, 2022

**BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001**

**National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra East
Mumbai 400 051**

Scrip Code: 507747

Scrip Code: TTKHLTCARE

Dear Sirs,

**Re : Disclosure under Regulation 30 of the SEBI (LODR) Regulations, 2015 –
Launch of Online Portal www.lovedepot.com for the sale of Pleasure
products**

In accordance with Regulation 30 of the SEBI (LODR) Regulations, 2015, we hereby inform you that the Company has launched an online portal www.lovedepot.com for the sale of Pleasure products.

We are attaching herewith a copy of the Press Release in connection with the above, which is self-explanatory.

This initiative is not likely to have any material impact both on the top line and bottom line of the Company in the near future.

Kindly take the above information on record.

Yours faithfully
For TTK Healthcare Limited

(S KALYANARAMAN)
Wholetime Director & Secretary

Encl.: a/a

TTK Healthcare announces the launch of its Sexual Pleasure e-Superstore - 'Love Depot'

Indians can now have pleasure as they please – attractively packaged and discreetly delivered to their homes, with the launch of LoveDepot.com. This game-changing e-store – the newest venture in the D2C space – pampers its customers like they have never been done before, making passion products accessible and available to all.

The kick-off could not have been better timed. Observers of the market point out that all surveys of sexual behaviour in India indicate this: that the need-gap is widening. The reason is not hard to find as we witness an increasing number of people - of all gender, orientation and interests – open up to looking for more excitement, more adventure and more thrill under the sheets.

The portal surveyed the market before its launch and the figures tell a dismal tale of love. Over 81% of women surveyed reported to be dissatisfied with their sex lives, with 73% rarely reaching their climax. Additionally, two out of three women admitted to looking out for a pleasure accessory either for enhancement or for fulfilment.

Fact is, alternate bedroom behaviour is now fast replacing traditional acts as Indians get more sexually experimental. Needless to say, this fuels an unfulfilled desire for newer stimuli, newer catalysts and newer ways of getting intimate, either with a partner or with one's own body.

LoveDepot.com addresses this gap that is yawning in the market.

The pleasure portal is launched by TTK Healthcare Ltd – one of the pioneers and a mega player in the sexual pleasure space. Down the years, for more than seven decades now, TTK Healthcare has been placing on the shop shelves products that the Indian consumers could never do without but could never bring themselves to ask for either – including those for contraception.

LoveDepot stocks its racks with internationally celebrated brands such as plusOne, Love Honey, We-Vibe, Je Joue, Satisfyer, as well TTK Healthcare's own brands Skore and Mschief, among others. And its products span an impressively wide price bracket that ranges from wallet-friendly items that come for INR 600 to some that carry a tag of INR 30,000, positioned to please those who are unhesitant to splurge on themselves.

Commenting on the launch Vishal Vyas, Head of Marketing, TTK Healthcare Ltd said, *"LoveDepot is built on one of the cornerstones of sexual wellness that we often let fall between the cracks: pleasure. It is born out of a firm conviction: that everyone deserves to seek and conquer the peaks of sexual fulfilment. It is structured to provide the shopper – regardless of gender identity or sexual preference – an empowering experience, offering both choice and control. And its driven by a single-minded purpose - to close the pleasure deficit in the market."*

Interestingly, LoveDepot has also roped in renowned content creator and wellness expert Dr. Tanaya Narendra, aka @dr_cuterus on social media, to co-create educational content for the consumer. Dr.Tanaya says *"It is important that we leave shame behind and empower people with what they necessarily have to know about their sexual needs. I am quite excited to be partnering with LoveDepot, which will not merely be a product marketplace, but will also be a platform that makes all visitors aware of their entitlement to pleasure, and at the same time, educates them on the role of innovative and contemporary pleasure-providing products."*

Love Depot goes live with their launch campaign - #ThePleasureIsAllYours, with a film that will play on select OTTs, as well as display and social media engagement. Film Link: <https://www.youtube.com/watch?v=hdmcS2BRv8M>

For more information on Love Depot, visit - <https://lovedepot.com/>

About TTK Healthcare

TTK Healthcare Ltd. is one of India's leading healthcare and consumer goods companies in India. TTK Healthcare is part of the TTK Group that was founded in 1928 by T.T. Krishnamachari, who later became Union Minister of finance, industry, and commerce. TTK Healthcare has a diverse product portfolio in sectors like medical devices and food products, as well as Consumer Products – with renowned brands like Skore, Woodward's Gripe Water, Eva and Good Home. The pioneer of the sexual pleasure space in India and the first ever manufacturer of condoms in the country, TTK Healthcare is constantly expanding its horizons by adding more innovative and quality offerings catering to the needs of consumers.
