



December 23, 2024

To,

BSE Limited, 20 th Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	Metropolitan Stock Exchange of India Limited, Vibgyor Towers, 4 th 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: Outcome of the Board Meeting held on December 23, 2024.

Meeting Commencement time : 5.00 P. M.

Meeting Conclusion time : 6.00 P.M.

Pursuant to Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI Listing Regulations**”), it is hereby informed that the meeting of the Board of Directors of the Company was held today i.e., Monday, December 23, 2024, at the Registered Office of the Company. The Board inter alia considered and approved the following business transactions:

- Strategic diversification into Wellness Tourism Business.

Information required pursuant to Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, is enclosed as **Annexures 1.**

Enclosing herewith copy of press release for your kind perusal.

You are requested to take the above-mentioned information on your records.

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, 2nd 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



Annexure 1

S. No.	Particular	Description
1.	Industry or area to which the new line of business belongs to	Wellness Tourism
2.	expected benefits;	This diversification will enable company to diversify its income sources as well as to expand our product / service offerings in the fast-growing wellness business.
3.	estimated amount to be invested.	Up to Rs. 30 crores over the next 2 years

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Aayush Wellness Limited Diversifies into Wellness Tourism Business

New Delhi, December 23, 2024: Aayush Wellness Limited, India's leading smart nutrition and Wellness company, is proud to announce its decision to expand its business presence in the \$19.43 billion Wellness Tourism market in India and abroad.

The wellness tourism is a fast-growing segment with very limited supply of quality infrastructure and service. India a center point for ayurveda and nature therapy. Today people are not only inclined towards organic / natural products but also prefer natural therapy over allopathic treatments / medicines. The industry is expected to reach US \$26.55 billion by 2029.

We at Aayush Wellness plan to deploy upto Rs. 30 crores over the next two years and shall partner and work with government, tourism promotion boards as well as private businesses to offer wellness retreats, treatments, programs through world class wellness centers that seamlessly blend traditional practices such as yoga, meditation, and Ayurveda with modern wellness innovations.

These retreats and centers will offer a range of personalized services, including therapeutic yoga sessions, guided meditation programs, Ayurvedic treatments, spa therapies, wellness workshops, and nutritional counseling. Designed to deliver transformative experiences, they aim to rejuvenate individuals, promote holistic well-being, and inspire healthier lifestyles in an environment of tranquility and care.

Mr. Naveena Kumar, Managing Director of Aayush Wellness Limited, stated: "We are excited to expand into the growing wellness tourism sector, a move that offers significant value to our stakeholders. By providing world-class wellness retreats and centers that combine traditional practices with modern innovations, we aim to tap into the rising demand for holistic health experiences. This initiative will not only strengthen our brand's presence but also drive long-term



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growth, delivering sustainable value to investors, partners, and customers alike, while contributing to India’s standing as a global wellness tourism hub.”

India, being the hub for ayurveda, is well positioned to take full advantage of this growing demand for wellness tourism. The segment has seen increasing demand especially after the co-vid 19 pandemic, where people want to take a break from stressful life and undergo some therapies to improve their health.

By establishing these wellness centers as key destinations, Aayush Wellness Limited is not only meeting the rising demand for holistic health but also contributing to India’s reputation as a global hub for wellness tourism. These centers will deliver transformative experiences that foster long-term well-being, healthier lifestyles, and deeper connections with self and community.

This strategic move positions Aayush Wellness to tap into the rising demand for wellness tourism, fueled by increasing domestic and international visitor spending.

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. We are India’s smart nutrition company committed to offer quality and Services to enhance the consumer well-being. Aayush Wellness continues to lead the industry in promoting healthier lifestyle choices through its diverse range of wellness products and services. For more information, please visit www.aayushwellness.com or Call: 8655611700 for business inquiries.

Disclaimer: Certain statements in this press release may be forward-looking statements and/or based on management’s current expectations and beliefs concerning future developments and their potential effects upon Aayush Wellness Limited and its associates. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Aayush Wellness Limited does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

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