



October 03, 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: 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. “**Beauty Vitamins Gummies**”

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	Beauty Vitamins Gummies
2	Date of Launch	October 03, 2024
3	Category of the product	Nutraceutical
4	Whether caters to domestic/ International market	Domestic Market
5	Name of the countries in which the product is launched (in case of international)	Not Applicable

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

This announcement along with press release are also being made available on the website of the Company at www.aayushwellness.com.

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, 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

Aayush Wellness introduces Beauty Vitamins Gummies: Tastier alternative for Radiant Skin, Shiny Hair and Healthy Nails

Targeting US \$ 28.9 billion Beauty and Personal Care Market

New Delhi, 3rd October, 2024: Aayush Wellness Limited, India's smart nutrition company, has launched "Beauty Vitamins Gummies" a new product in the fast-growing nutraceuticals Segment.

Formulated by combining essential vitamins and natural extracts, these Gummies repairs skin damage, improves skin hydration, nourishes hair, reduces hair fall and leads to glowing skin.



Indians are expected to spend around US\$ 28.9 billion on beauty & personal care segment by 2026, reflecting the growing demand for grooming products and self-care solutions across the country.

The Indian Beauty and Personal care segment are one of the biggest markets in the World. Most of the Beauty products consist of Cosmetics which work only on the surface and can only beautify the skin externally. However, we at Aayush wellness aim to provide a holistic, effective and long-term health solutions.

It has been found that the root cause of skin and hair-related problems is poor nutrition. According to a study published in the Indian Journal of Clinical Biochemistry, 74% of the Indian population fails to meet the recommended daily intake of Vitamin C, a critical nutrient for skin health. This deficiency, alongside a lack of other vital nutrients, often results in premature aging, dry skin, and hair loss, leaving many struggling to maintain their natural beauty.

Aayush Wellness addresses these widespread nutritional deficiencies with Aayush Beauty Vitamins Gummies, providing a comprehensive solution for those struggling to maintain their natural beauty due to poor diet and lack of essential nutrients. Formulated with Glutathione, known for its ability to brighten and rejuvenate the skin, and Vitamin C, crucial for collagen

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production, these gummies help restore skin elasticity and combat premature aging, which is often a result of Vitamin C deficiency.

Additionally, Sea Buckthorn Extract provides deep hydration, helping to combat the effects of dry, dull skin caused by insufficient nutrient intake. The inclusion of Hyaluronic Acid locks in moisture, ensuring the skin remains plump and youthful. To further promote healthy hair and stronger nails, the gummies are fortified with Biotin and Gotu Kola, both known to boost growth and strengthen keratin structures.

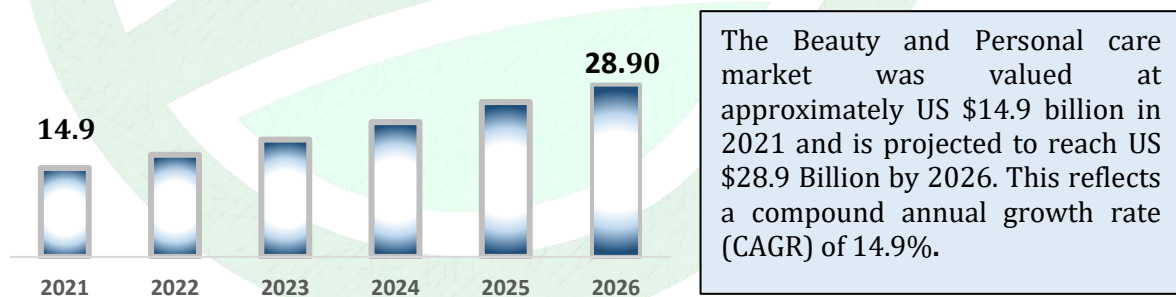
Aayush Beauty Vitamins Gummies is introduced to address the root cause of skin and hair care problems.

Mr. Naveen Kumar, Managing Director of Aayush Wellness said *“Today health and wellness industry is in the process of transformation. Mere solutions are not enough, we need to find Smart Solutions. We at Aayush Wellness aspire to become a smart nutrition company providing out-of-the-box solutions.”*

After the successful launch of our Sleep Gummies, we are excited about the launch of our beauty Vitamins Gummies.”

The Indian Beauty industry experienced unprecedented growth and transformation in recent years, emerging as one of the most dynamic sectors in the country’s economy. This rapid expansion highlights a significant shift in consumer awareness and behavior.

Indian Beauty Industry Market Size (in Billion)



As the beauty industry evolves, consumers are becoming more focused on holistic well-being solutions rather than just external beauty. Consumers are increasingly understanding the connection between Beauty and proper nutrition. This awareness has led to a growing demand for products that enhance beauty. Aayush Wellness Limited remains at the forefront, delivering innovative solutions for beauty and wellness. The launch of Aayush Beauty Vitamins Gummies underscores the company’s dedication to harnessing the power of science and nutrition, offering consumers an easy, enjoyable way to support their skin, hair, and nail health.

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The Beauty Vitamins Gummies are available offline as well online at www.aayushwellness.com. These gummies shall also be available on all major ecommerce platforms like Amazon, Flipkart, etc.

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 wellness products. For more information, please visit www.aayushwellness.com or Call: 8655611700 for business inquiries.



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