

SASTASUNDAR VENTURES LIMITED

(Formerly known as Microsec Financial Services Limited)

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CIN - L65993WB1989PLC047002

Date: 29/12/2016

To
The General Manager
Department of Corporate Services
BSE Limited
(Designated Stock Exchange)
Phiroze Jeejeebhoy Tower
Dalal Street, Mumbai - 400 001

To
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai - 400 051

Ref: *BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR*

Sub: *Press release- Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015*

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith the press release on the business and operation updates of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited
(Formerly known as Microsec Financial Services Limited)

For SASTASUNDAR VENTURES LIMITED

Biplab K. Mani

Biplab Kumar Mani Company Secretary
Company Secretary and Compliance Officer

SastaSundar.com Expanding Their Pan India Operations In Online & Offline Retail Space

Kolkata, 28th December, 2016: SastaSundar.com is expanding its pan India operations in digital network of healthcare, managing efficient pharma & wellness products' supply chain & connecting doctors, diagnostic services, healthcare clinics and health information services. SastaSundar.com offers all kind of medicines including chronic medicines and boasts of over 5000 other healthcare and FMCG products.

"SastaSundar is a famous Indian phrase which denotes consumer aspiration for 'High Quality at Low Cost'. We are building digital network of healthcare managing efficient pharma & wellness products, supply chain& connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services. The SastaSundar.com digital network is being built upon online to offline model of healthcare delivery leveraging technology and inventory less service centre of franchise called **Healthbuddy**", said **Mr BL Mittal, Founder & Executive Chairman, SastaSundar Healthbuddy Ltd.**

A startup company, SastaSundar Health Buddy Ltd is a wholly owned subsidiary of SastaSundar Ventures Limited which is a NSE and BSE listed company.SastaSundar.com started its operations in September, 2013 with a mission to provide low cost, genuine and high quality of healthcare products and services to customers.It has created a strong backend technological central processing unit and central warehousing unit to execute its orders and also created a last mile Network of exclusive franchisees called Healthbuddy.

The healthbuddy service centres provide access to the personal attention of pharmacists for counselling, facility to order, pick up, home delivery and other customer servicing. The company also launched various health products and services under its own brands by understanding the demand gaps in the consumer market.As on date there are 158Healthbuddiescovering 19 districts of West Bengal around 3.60 lakh registered households. There is one Healthbuddy within 3 Km radius of Kolkata resulting in fastest delivery for the customers. The Healthbuddy relation with end customers has helped to build a strong presence that has made SastaSundar largest in the category in India being operational only in the state of West Bengal.

The revenue earned by SastaSundar Healthbuddy Ltd in FY 2014 stood at Rs 10 million, whereas in FY 2015 it grew to Rs 207 million and in FY 2016 it was Rs 638 million. With 91% customer retention Ratio, SastaSundar.com logged in with over 144,000 orders in

November, 2016 itself. Medicine orders constitute 84%+ of Gross Merchandise Volume with OTC orders making up the remaining.

A unique health app, portfolio of unique own brands, genuine medicines & high quality healthcare products, low cost with 'Free Home Delivery' & 'Cash on Delivery' facilities, ease of ordering 'Prescribed Medicines' with filled in full prescriptions, medicine info & health tips and consultation facility with Pharmacists are some of the factors which has led to the phenomenal growth of SastaSundar.com in a short span of time.

“Going forward, we would be connecting with and providing facilities of pathologies, telemedicines and diagnostic service providers, connecting with doctors for appointments and consultation using digital media and connecting with and providing facilities of health and wellness service providers including hospitals and clinics in West Bengal and subsequently, pan India”, added Mr. Mittal.

To bridge the supply gap of health condition products, SastaSundar.com has developed its own bouquet of brands including Chefon (make to order, fresh and yummy cookies, chocolates, brownies, snacks with mindful choices etc), DNAVita (customised, made-to-order health supplement, made of natural ingredients), Healthbuddy Pure and Fresh Tea and Spices (a wide collection of Indian Tea and Spices, sourced directly from producers and supplied fresh and pure), Healthbuddy Herbal (100% authentic herbal products), Zerotox (Sodium Lauryl Sulfate & Paraben-less, Toxic free beauty care), Healthbuddy Organics (a collection of honest organic products like Rice, Fenugreek, Flaxseed, Lemon Grass, etc), Healthbuddy Orthocare Products (a high quality 24 hours zero irritation design), Stoptar (a unique smoking filter to reduce Tar & Nicotine to save lungs and save life) and Happy Box (unique healthy gifting solution which delivers happiness).

One can purchase by simply logging on to SastaSundar.com or visit the experiential stores of SastaSundar.com, choose the purchase option/s, provide the name & address of delivery and choose the payment mode.

SastaSundar.com with a team of 425 employees and 158 Healthbuddies in West Bengal is offering all the services in West Bengal and their own product portfolio and health information services are available pan India. The company has an Elevation Centre in Baruipur. Currently, SastaSundar.com has 6 experience stores and 3 ChefOnstores spread across West Bengal.

About SastaSundar.com:

SastaSundar.com, a digital network of healthcare, exists to use knowledge and digital connectivity to reduce cost and add convenience in making available high quality

medicines, healthcare products and services to make life simple and happy. The unique and innovative model of "Healthbuddy" that provides personal attention of pharmacists for counselling is the speciality of SastaSundar.com.