

SASTASUNDAR VENTURES LIMITED

(Formerly Microsec Financial Services Limited)

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CIN - L65993WB1989PLC047002

Date: 30-05-2017

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 capital and business alliance with Rohto Pharmaceutical Co., Ltd and the general update on the business and operation of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited

Biplab K. Mani

Biplab Kumar Mani
Company Secretary and Compliance Officer



Encl: As Above

Press Release

Rohto Pharmaceutical Co., Ltd., Japan Forges a Capital & Business Alliance with SastaSundar.com

New Delhi, 30th May, 2017: Rohto Pharmaceutical Co., Ltd. ("Rohto") Japan, today, announced a Capital and Business Alliance with SastaSundar Healthbuddy Limited, a wholly owned subsidiary of SastaSundar Ventures Limited, an NSE and BSE listed company, owning and operating SastaSundar.com, a leading digital network of healthcare in India. Rohto has invested \$ 5 million in SastaSundar Healthbuddy Limited and is likely to make further investments as the business progresses.

Dr Lekh Raj Juneja, Executive Vice-President & Global Head International Business of Rohto, Mr B. L. Mittal, Founder & Executive Chairman, SastaSundar Healthbuddy Limited, His Excellency, Mr Kenko Sone, Minister of Economic and Development, Embassy of Japan in India, Mr Koji Suzuki, Managing Director, Rohto Pharma (India) Pvt. Ltd. and Mr Ravi Kant Sharma, Managing Director & CEO, SastaSundar Healthbuddy Limited were present to announce this grand alliance.

Established in 1899, Rohto initially played a role in every customer's welfare with its drugs including unique eye drops and gastrointestinal medicines. Later, the company successfully ventured into dermal medicines, skin care, and functional foods. Rohto, a global leader, selling and marketing its products in more than 120 countries, aspires to become a company that challenges itself for "healthy life span" through both advanced life science and daily lifestyle based on technological expertise. Rohto entered India in 2010, by establishing its wholly-owned subsidiary 'Rohto Pharma (India) Pvt. Ltd.', with its leading lip care brand 'Liplce'. The following year it launched a range of products including 'LiplceColor' under its brand 'Liplce'. Subsequently, it launched two new brands - 'OXY' specialised skin care range for men, and 'Acnes' for specialised acne care, in India.

SastaSundar.com is building India's leading digital network of healthcare, managing efficient pharma & wellness products' supply chain & connecting doctors, diagnostic services, healthcare clinics and health information services. Currently, SastaSundar.com has operations in West Bengal only and will expand to pan India. The digital network of SastaSundar.com is being built upon the online to offline model of healthcare delivery leveraging technology and inventory less service centre of the franchise called Healthbuddy. For the year ended March 2017, the GMV of

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it has 178 Healthbuddy stores with 4.40 Lac registered customers. SastaSundar.com has portfolio of its own brand which includes unique line of customised health supplement called DNAVITA, authentic herbal products in the brand of Healthbuddy and toxin free beauty care – Zerotox. Apart from this product line, it has health information services through its channel “Know Health” which consists of Health Articles, Medicine Info and Substitute of Generic Medicines, Symptoms Checker and Health Tools. SastaSundar.com provides customised app using artificial intelligence and has unique service capability based upon health condition data.

“Rohto is looking for the expansion of its base in India with SastaSundar.com as its preferred partner in thee-commerce business. SastaSundar.com has shown significant growth in a short span since starting their operations and we were indeed impressed with their business model and hence decided to invest. Rohto will assist SastaSundar.com in scaling its operations pan-India with our global expertise. Rohto embraces this entrepreneurial opportunity as the friendship between the two great nations of India and Japan. With this alliance, we will in our small ways contribute towards attaining the Hon’ble Prime Minister Of India, Mr Narendra Modi’s vision of Make-in-India and Digital India initiative”, said **Dr Lekh Raj Juneja, Exective Vice-President & Global Head International Business of Rohto.**

“At SastaSundar.com, we use knowledge and digital connectivity to reduce cost and add convenience in making available high quality medicines, healthcare products and services through fast online access and convenient home delivery process to make life simple and happy. We are extremely proud to have Rohto joining hands with us, which will be mutually beneficial. As we are on a growth path and looking for a pan-India expansion, starting with Delhi, where we plan to start our operations soon, our association with Rohto will help us in achieving our immediate goal”, said **Mr BL Mittal, Founder & Executive Chairman, SastaSundarHealthbuddy Limited.**

SastaSundar aims to have a total of 250 Healthbuddy stores in West Bengal and 50 Healthbuddy stores in Delhi by March 2018.

“By utilising the network of SastaSundar we will be introducing well-acclaimed products from our global brands in the healthcare segment in India. This will also help us in expanding our footprints in India, which is a key emerging market for us”, added **Dr Juneja.**

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"Partnership of Rohto and SastaSundar.com will address one of the biggest problem of India – consistent access to affordable healthcare in a convenient manner", added **Mr Mittal**.

India is one of the largest manufacturers of medicines in the world and boasts of the best of doctors. Yet, the majority of Indians do not have access to consistent and affordable healthcare. This is where the association between Rohto and SastaSundar will play a major role in connecting the missing link by leveraging digital technology.

About Rohto Pharmaceutical Co., Ltd.

Rohto Pharmaceutical Co., Ltd., the Japanese firm, which was founded in 1899, offers a variety of over-the-counter drugs and health care products. They manufacture and market pharmaceutical products, cosmetics, and functional foods. Since its founding, Rohto has developed a wide range of products, from digestive medicines to eye drops, dermatological ointment (such as Mentholatum), and from the year 2000, beauty products such as "Obagi" and "Hada-Labo". Rohto brand has been recognized by Guinness World Records as the world's top-selling over-the-counter eye drops brand in 2014.

The new corporate slogan, 'NEVER SAY NEVER' indicates the spirit embedded in Rohto's DNA which means "nothing is impossible". The phrase also expresses its '7 Pledges', promising to work to support societies, endeavour to learn, share happiness of inspiring one another, and realize & be grateful that such efforts make a difference in the society.

About SastaSundar.com:

SastaSundar.com is building India's leading digital network of healthcare, managing efficient pharma & wellness products' supply chain & connecting doctors, diagnostic services, healthcare clinics and health information services. The purpose of SastaSundar.com is to use knowledge and digital connectivity to reduce cost and add convenience by making available high-quality medicines, healthcare products and services to make life simple and happy. "SastaSundar" is an Indian phrase, which denotes consumers' aspiration for high quality at low cost. The unique and innovative model of "Healthbuddy" that provides personal attention of pharmacists for counselling, is the speciality of SastaSundar.com.

For further information please contact:

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