



(Formerly known as Rachana Capital & Securities Ltd)

22<sup>nd</sup> October, 2018

To,  
Dy. Manager,  
Dept. of Corporate Services,  
BSE Limited  
1<sup>st</sup> Floor, Rotunda Building,  
P. J. Tower, Dalal Street,  
Fort, Mumbai – 400 001

Script Code: 540108

Ref.: Regulation 30 of Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements), 2015

Sub: Tiaan Ayurvedic & Herbs Ltd. launches personal care products under "Tiaan" brand

Dear Sir,

Tiaan Ayurvedic & Herbs Ltd (TAHL) announces the launch of its brand "Tiaan". A range of personal care products, which includes herbal soap, herbal shower gel, herbal face wash and shampoo, agarbattis, aromatherapy products, detergents and cleaning agents will be launched under the "Tiaan" brand-name. TAHL has tied up with Madhuvan Herbals of Bengaluru for the manufacture of these products. Madhuvan will exclusively manufacture over 100 licensed and non licensed products under the brand "Tiaan".

"Our brand Tiaan will target the growing market for natural personal care products, free of harmful industrial chemicals," says Kketan P Gohil, Chief Marketing Officer, TAHL. "This tie up with Madhuvan Herbals is the beginning of a long term partnership and will help propel our company into its next orbit of growth. This tie up is a major stepping stone for the company to establish its footprint in the personal care and hygiene as well as health and wellness markets," he added.

"We begin a unique relationship with Tiaan and are glad to participate in the company's growth. We have a strong product range developed over the years and continue to focus on innovative new products," says S. Rangarajan, Proprietor, Madhuvan Herbals.



Registered office: 405, Patel Ashwamegh Complex, Jetalpur Road, Near Dairy Den Circle, Sayajigunj, Vadodara, Gujarat- 390005

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Corporate office: Crystal Plaza, 610- A-Wing, Opp. Infinity Mall, Link Road, Andheri (West), Mumbai- 400053. ☎ 98333 19639

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CIN No.: L85100GJ1992PLC017397

Madhuvan Herbals is a Bangalore based proprietary firm engaged in manufacture of Ayurvedic medicines and cosmetics. The founder, Mr. S Rangarajan, has over 3 decades of experience in manufacture of herbal products, essential oils and industrial perfumes. Madhuvan operates in a 32,000 square feet state of the art GMP certified manufacturing facility at Malur, near Bengaluru. This facility is equipped to produce 2,500 tones of Ayurvedic and herbal products annually in a controlled and hygienic environment. The in-house testing facility ensures strict quality control at all stages of production.

We request you to kindly take note of the same.

Yours truly

For Tiaan Ayurvedic & Herbs Limited

  
Nitin Mistry  
Company Secretary

