



May 08, 2024

To,

The Chief General Manager Listing Operation, BSE Limited, 20 th Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	The Listing Department 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: Aayush Food and Herbs Ltd Transforms into Aayush Wellness Ltd: Spearheading Innovations in Wellness & Health Care.

Aayush Food and Herbs, long respected in the industry for its high-quality herbal & food products, is excited to announce its transformation into Aayush Wellness Ltd. This significant rebranding envisions our core commitment to fostering holistic health and well-being across the globe.

The company has received shareholder's approval for change of name to "Aayush Wellness Limited" and has applied to Ministry of Corporate Affairs for its final approval.

Aayush Food and Herbs has been promoting herbal and food-oriented products. Our rigorous adherence to international food safety standards has helped us build a formidable reputation.

In transitioning to Aayush Wellness Ltd, our dedication to excellence in healthcare & wellness industry is ever more focused. Our broadened scope will incorporate advanced nutraceuticals, functional foods, and therapeutic solutions, specifically formulated to support physiological well-being, address the root cause of problems, and provide complete nutrition to prevent everyday health concerns. We aim to combine Modern Science solutions and active Herbal ingredients that resonate with our company name and vision of AAYUSH.

"We are thrilled to evolve into Aayush Wellness Ltd," declares Mr. Naveena Kumar Kunjaru, Managing Director of Aayush Wellness Ltd. "This rebranding mirrors our holistic approach to wellness and our resolve to deliver top-tier, scientifically-backed & nutrition-rich health and wellness solutions.

The COVID-19 pandemic has changed people's attitudes towards health, and masses are now taking proactive steps to improve their overall well-being through nutritional supplements and other wellness remedies. The growth of this industry is evidence of its impact.


The global nutraceuticals market is projected to reach \$658.1 billion by 2028, up from \$352.9 billion in 2021, with a compound annual growth rate of 9.3%. The Asia-Pacific region led the market in 2020 with a 37% market share, and India is also seeing significant growth. According to the Ministry of Food Processing Industries, the dietary supplement market in India is expected to reach \$10.2 billion by 2026, with a year-on-year growth rate of 22% since 2020 when it was valued at \$3.9 billion.

Aayush Food & Herbs Limited

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The Government of India is focused on integrating the Ayush system into the national healthcare ecosystem, with a total budget allocation of Rs 3647 crores to the Ayush Ministry, a 20% increase from the previous year. Initiatives like the National Ayush Mission (NAM) and the Fit India Mission promote preventive healthcare and wellness. With increasing private investments and budgetary allocations, such as INR 1,200 Cr for the Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy (Ayush), the future of this industry looks positive, and the government's vision is evident.

"Our goal at Aayush Wellness is to raise Indian health standards and bring about a revolutionary change in the healthcare and wellness eco-system" Mr. Naveena Kumar Kunjaru, Managing Director of Aayush Wellness Ltd.

At Aayush Wellness Ltd, we are excited about this transformative journey and invite our valued customers, partners, and stakeholders to join us in creating a healthier India.

Kindly take the above cited information on your records.

Thanking You,

For Aayush Food and Herbs Limited

Naveenakumar Kunjaru
Managing Director
DIN: 07087891