

Date: 14th February 2024

To,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051

NSE Symbol: Madhavbaug

Sub: Media Release on First Production Batch at UV Ayurgen, New Factory

Please find attached Media Release on completion of first production batch at New Factory, of UV Ayurgen Pharma Private Limited, Wholly Owned Subsidiary of Madhavbaug.

We would request you to take the above intimation on records.

For, **Vaidya Sane Ayurved Laboratories Limited**

Abhishek Deshpande
Company Secretary & Compliance Officer

VAIDYA SANE AYURVED LABORATORIES LIMITED

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MEDIA RELEASE

First Production Batch at UV Ayurgen Plant, Wholly Owned Subsidiary of Madhavbaug, takes a shape towards Completion.

Completion of First Production Batch of Madhavshakti Atta at newly commissioned Factory of UV Ayurgen, Wholly Owned Subsidiary marks a significant moment in the journey of Madhavbaug. It is not merely the commencement of operations but also a celebration of innovation, perseverance, and commitment to Quality and excellence. Commencement of product at new Satara Plant stands as a testament to Madhavbaug's values, heralding a new era in sustainable manufacturing and commitment to transcendence.

This plant embodies the culmination of years of meticulous planning, cutting-edge technology, and a steadfast dedication to environmental stewardship, it unveiled a commitment to sustainability and responsible manufacturing practices. Equipped with the latest advancements in green technology, the plant sets new standards for eco-friendly production processes. From energy-efficient machinery to waste reduction initiatives, every aspect of New plant reflects a conscientious effort to minimize environmental impact while maximizing operational efficiency.

New Plant and its manufacturing process represents more than just a manufacturing facility; it represents a commitment to shaping a sustainable future. By prioritizing eco-conscious practices and embracing renewable energy sources, Madhavbaug reaffirms its role as a responsible corporate citizen and a catalyst for positive change in catering quality and excelling in product service to end consumers.

Looking ahead, Madhavbaug and UV Ayurgen envisions this plant as a hub of innovation and collaboration, fostering partnerships and initiatives that drives sustainable growth and create shared value for all stakeholders. Through continuous improvement and a relentless pursuit of excellence.

This New plant premise has spread over an approximate area of 12,000 square feet including construction and an overhead administrative office. This plant is intended to manufacture quality food products as medicine which are ideally suitable for diabetic and cardiac patients . Food products like-

- Blended Flour with Low Glycemic Index,
- Healthy Instant Breakfast and Meal Premixes,
- Blended Spices,
- Instant Mixes for Soups,
- Beverages
- Mouth Fresheners Suitable For Patients With the history of Diabetes, Cardiac, Hypertension, Obesity And Other Health Issues

To maintain highest standards at the manufacturing facility and in order to manufacture best healthy food products, State of Art machineries were procured and installed machines like flour manufacturing plant, pulverizers, tray dryers, industrial blender, batch roaster machine, hammer mill, gravity crusher, vibro sieve, cookies manufacturing plant along with semi - automatic packing machine and automatic packing machines in order to ensure efficient packing of the food products.

Some of the important Photographs of unit:



This modernized machinery like Flour manufacturing plant has an hourly capacity of 200 kilograms, other machinery like hammer mill, gravity crusher and pulverizers have hourly capacity of 50 kilograms to 200 kilograms depending upon the raw material and finished goods requirements. Industrial blender can blend a batch of 30 – 50 kilograms of material per batch.

Batch roasting machine has a batch capacity of 40 kilograms. Semi - automatic packing machine has an hourly capacity of 360 pouches of 2 kilograms each and fully automatic packing machines have an hourly capacity of 2400 – 3600 pouches of 2 g – 200 g each.

This new plant has initiated the production of blended flour with low glycemic index (Madhavshakti Atta) and cookies. The other machines are being installed and trial runs of all the machines are expected to be completed till the end of February 2024. The complete set up is expected to be fully commissioned by the end of this financial year.

UV Ayurgen Marquee product like cookies have reasonable demand from Five Star Hotels like The Taj Mahal Palace, IHCL Seleqtions Blue Diamond, Hyatt Pune, IBIS Pune, Thee Gateway Hotel Nashik, Novotel Hyderabad Airport etc.

Commenting on the achievement Dr. Rohit Sane, Chairman and Managing Director of Madhavbaug said-

“Commencement of Production marks the beginning of an exciting chapter in the annals of manufacturing excellence. As we celebrate this milestone achievement, let us reaffirm our commitment to sustainability, innovation, and social responsibility. Together, let us embrace the opportunities and challenges that lie ahead, as we strive to build and cater the best quality food products to our end consumer.”

Further he added-

Research & Development is the key interest behind establishing self - owned and self – operated food manufacturing unit . Food products researched and developed by us are truly beneficial for the patients of varied health conditions. In – house food production also ensures the safety and hygiene of the food products. Our unique products like Madhavshakti Atta, Sugarfree Cookies have no equivalents in the open market and these food products have proven beneficial results towards the health of patients. To ensure the same, we have conducted clinical trials of the food products. Many more specialty health food products like Sugarfree Energy Bars, Low Glycemic Index snacks food products and desserts like Sugarfree Besan Laddoo are in the process of development.

Identifying the need for better health food products and keeping profitability in mind , we have commenced our activities of food manufacturing. We are sure that our additional unit will be beneficial to all the stakeholders thereby creating huge value proposition for all of them and will act as a overall blessing for the coomon citizens who are suffering from chronic lifestyle disorders..

Commenting on this milestone, Mr. Parikshit Bhide, Director of UV Ayurgen, said-

“We have taken over an entrepreneurial venture that had business of manufacturing and supplying biscuits and cookies to the five-star hotels and reputed retailing organizations. Thus, our new food factory is a testament of quality taste and faith among all our customers every time that they get packed products from our factory.

We have commenced the manufacturing of Cookies as per the orders from hotels and Madhavshakti Atta which is expected to reach capacity of 5 MT of Madhavshakti Atta per month by this month end. First batch of Madhavshakti Atta will be ready for dispatch by 14-15 February 2024, the manufacturing of

Madhavshakti Atta will reach capacity of 10 MT from March 2024 onwards and bulk breakfast premixes will reach about 10 MT from March 2024."

Company Overview

Vaidya Sane Ayurved Laboratories Limited (Madhavbaug) is a unique medical service institution that strives to treat chronic ailments like cardiac disease, diabetes, hypertension and obesity with the distinctive outlook of amalgamating technology with traditional healing of Ayurveda. The company's approach to treatment using non-invasive, multidisciplinary and innovative therapies which has helped establish it as a dependable option for treating the chronic ailments. It is a health care provider primarily in the India's chronic care ecosystem. It provides its healthcare services through Madhavbaug clinics. As on November 30, 2022, the company operates 350+ clinics across Maharashtra, Madhya Pradesh, Gujarat, Uttar Pradesh, Goa, Karnataka, Punjab, Delhi NCR, West Bengal and Chhattisgarh. It also operates 3 cardiac prevention and rehabilitation hospitals in Khopoli, Kondhali and Vizag respectively.

At the company's clinics and hospitals, it use modern diagnostics, diet and physiotherapy and advanced Ayurveda to provide Heart disease, Diabetes, Hypertension & Obesity reversal treatments to its patients. This helps in improving the exercise tolerance of patients - improvement in grade of symptoms, improvement in maximum oxygen uptake, reduction in HbA1c, and metabolic equivalents (METs).

For more details please visit: www.madhavbaug.org

For further information please contact:

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