

Date: 01th October, 2024

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

NSE Symbol: Madhavbaug

Sub: Press release of Madhavbaug's nationwide campaign 'Azadi Diabetes Se'

Please find attached Press Release titled as "**Press release of Madhavbaug's nationwide campaign 'Azadi Diabetes Se'**"

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

For, **Vaidya Sane Ayurved Laboratories Limited**

Sapna Vaishnav
Company Secretary and Compliance Officer

VAIDYA SANE AYURVED LABORATORIES LIMITED

Registered Office Address:

Fl.5 1047, Shriram Bhawan, Shukrawar Peth,
Pune- 411002, Maharashtra India.
CIN No : U73100PN1999PLC013509

Corporate Office Address:

Ishan Bldg. No. 2, 701, 7th Floor, Gokhale Road, Naupada,
Thane (W)-400 602. Tel: +91 022-41235315/16
www.madhavbaug.org

Media Release

Over 200 Patients celebrate freedom from diabetes in Madhavbaug's nationwide campaign 'Azadi Diabetes Se' to promote awareness regarding reversal of Type 2 Diabetes

Mumbai, 1st October 2024: Vaidya Sane Ayurved Laboratories - Madhavbaug, a Company, leader in the integration of Ayurveda with contemporary medical practices, initiated a nationwide campaign titled **“Azadi Diabetes Se”** to promote awareness regarding the reversal of Type 2 Diabetes. This campaign took place throughout August, recognized as the **“Month of Azadi”** from diabetes. Its objective has been to motivate the community by presenting authentic instances of diabetes reversal, thereby reducing the reliance on allopathic treatments. The campaign emphasized successful cases as exemplars, encouraging others to take charge of their health.

A significant feature of the campaign was the Mega GTT (Glucose Tolerance Test) Event, which was conducted in over 90 Madhavbaug clinics located in Maharashtra, Karnataka, Uttar Pradesh, Madhya Pradesh, Gujarat, Delhi, and Belgaum. More than 200 Type 2 Diabetes patients, who have attained normal blood sugar levels without the use of allopathic medications after participating in Madhavbaug's CDC Therapy, took part in this event. During the month of August, Madhavbaug clinics nationwide conducted informational sessions, complementary health assessments, and consultations with diabetes experts.

The “Azadi Diabetes Se” initiative marks a significant advancement in Madhavbaug’s objective to transform diabetes management in India. By highlighting successful instances of diabetes reversal, the campaign seeks to motivate and empower individuals to take charge of their health, thereby potentially alleviating the impact of non-communicable diseases within the nation.



Madhavbaug has set forth ambitious plans for expansion. By the year 2030, the organization intends to establish 1,000 clinics, 10 hospitals, and 5,000 outpatient departments in rural regions throughout India. Furthermore, Madhavbaug aims to train 10,000 physicians via its Institute of Preventive Cardiology to bolster its expanding network.

Management Comment:

Commenting on this development, **Dr. Rohit Sane, Managing Director and CEO, Vaidya Sane Ayurved Laboratories Limited** said:

“This Mega GTT Event symbolizes the celebration of a life free from diabetes. The success stories of our patients motivate us to persist in our mission to transform diabetes management and attain genuine reversal.”

Our achievements speak volumes about our commitment to transforming healthcare. To date, we have treated over 1 million patients and have had the privilege of contributing to the medical community with more than 150 published research articles. Our efforts have been recognized time and again, with over 200 awards and accolades, underscoring our dedication to innovative healthcare solutions.

One of our proudest moments was being acknowledged by the India Book of Records for conducting the highest number of live tests focused on reversing diabetes. A special milestone came on July 1, 2018, when we successfully conducted the largest oral glucose tolerance test (OGTT) for type II diabetes, involving 661 participants across 13 different locations.

As we look to the future, our vision for Madhavbaug is ambitious yet deeply rooted in our mission to enhance healthcare accessibility. By 2030, we aim to establish 1,000 clinics, 10 hospitals, and 5,000 outpatient departments, particularly focusing on rural areas throughout India. Additionally, through our Institute of Preventive Cardiology, we are committed to training 10,000 physicians who will contribute to our growing network and help us continue to lead in the field of preventive healthcare.

Together, we are on a path of transformation, and I look forward to the continued success and growth of Madhavbaug in the years to come.

I would like to thank the entire team at Madhavbaug for their untiring efforts and continued support that has helped us in building this brand and create a unique healthcare model which enables us to help and heal the world, one step at a time!”

Company Overview

Vaidya Sane Ayurved Laboratories (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 September 30, 2024, the company operates 350 clinics across Maharashtra, Madhya Pradesh, Gujarat, Uttar Pradesh, Goa, Karnataka, Delhi, Chhattisgarh, Punjab, Rajasthan, Jammu and many more. Out of these 42 are company owned, 62 are OPD's and Mini Clinic and 249 are franchise clinics. It also operates three cardiac prevention and rehabilitation hospitals in Khopoli, Nagpur and Vishakhapatnam respectively. Our multidisciplinary team of over 420 doctors, including experts from Ayurveda, physiotherapy, and modern medicine, works to provide chronic disease management for conditions such as diabetes, hypertension, and heart disease.

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:

Company: Sapna Vaishnav Company Secretary & Compliance Officer Vaidya Sane Ayurved Laboratories Ltd. E-mail: cs@Madhavbaug.com	Investor Relations: Amit Sharma / Rupesh Rege Adfactors PR Pvt. Ltd. Email: amit.sharma@adfactorspr.com rupesh.rege@adfactorspr.com
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Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.