

Date: 22nd February, 2025

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

NSE Symbol: Madhavbaug

**Sub: Intimation under regulation 30 of SEBI (LODR) Regulations, 2015,
Press release on Madhavbaug Welcomes Sonu Sood as Brand Ambassador**

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that, with reference to our NSE intimation dated February 4, 2025, regarding the appointment of Bollywood celebrity **Sonu Sood** as the Brand Ambassador for promoting the Company's products through electronic and print media advertisements, please find enclosed the Press Release in this regard.

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

Madhavbaug Welcomes Sonu Sood as Brand Ambassador

Mumbai, February 22, 2025: Vaidya Sane Ayurved Laboratories, India's leading Ayurvedic healthcare institution, proudly announces the appointment of acclaimed actor and philanthropist Sonu Sood as its brand ambassador. Recognized for his dedication to health and humanitarian contributions, Sonu Sood embodies the organization's ethos of promoting a healthier lifestyle through Ayurveda-based solutions.

As part of this initiative, Vaidya Sane Ayurved Laboratories aims to elevate its brand presence and expand its reach, especially in semi-urban and rural India, where awareness about holistic healthcare is crucial. Bringing Sonu Sood on board as the brand ambassador further strengthens the organization's commitment to promoting preventive healthcare. His dedication to fitness and humanitarian work resonates with the ethos of empowering people to lead healthier lives.

With this collaboration, the company aims to create impactful campaigns that educate and inspire individuals to take charge of their well-being, reinforcing Madhavbaug's position as a trusted healthcare provider.



Management Comment:

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

“We are thrilled to welcome Sonu Sood as the brand ambassador for Madhavbaug. At Madhavbaug, our mission has always been to revolutionize cardiac care through the power of Ayurveda and scientific innovation. With Sonu Sood’s inspiring persona, we are confident that this partnership will amplify our message and connect with millions seeking holistic heart health solutions.

Bringing Sonu Sood on board further strengthens our commitment to promoting preventive healthcare. His dedication to fitness and humanitarian work resonates with our ethos of empowering people to lead healthier lives.

With this collaboration, we aim to create impactful campaigns that educate and inspire individuals to take charge of their well-being, reinforcing Madhavbaug’s position as a trusted healthcare provider.”

Expressing his enthusiasm, Sonu Sood said, *“Health is the cornerstone of a fulfilling life, and Vaidya Sane Ayurved Laboratories’ approach to managing lifestyle diseases is truly remarkable. I am honored to be a part of this movement, encouraging people to take charge of their health.”*

Yogesh Walawalkar, Sr. Vice President of Marketing at Vaidya Sane Ayurved Laboratories, added, *“With Sonu’s credibility, we are poised to launch impactful campaigns that inspire people to lead healthier lives. 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 creating a unique healthcare model that 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 33 are company owned, 63 are OPD’s and Mini Clinic and 254 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:

<i>Company:</i> Sapna Vaishnav Company Secretary & Compliance Officer Vaidya Sane Ayurved Laboratories Ltd. E-mail: cs@Madhavbaug.com	<i>Investor Relations:</i> 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.