

Date: 15th April 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 Induction of New AVP Marketing and Sales, Shantanu Joshi

Please find attached Media Release on Appointment of New AVP Marketing and Sales, Mr. Shantanu Joshi

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

Registered Office Address:

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Pune- 411002, Maharashtra India.
CIN No : L73100PN1999PLC013509

Corporate Office Address:

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MEDIA RELEASE

Madhavbaug Announces New AVP Marketing and Sales, Shantanu Joshi

Madhavbaug is thrilled to announce the appointment of Mr. Shantanu Joshi as the new Assistant Vice President (AVP) of Marketing and Sales, effective Today, 15th April 2024. Mr. Joshi brings over 17 years of extensive experience in brand management and communications, honed across a spectrum of industries including retail, real estate, media, aviation, and hospitality.

Before joining Madhavbaug, Mr. Joshi served as the Assistant General Manager Marketing at The Phoenix Mills Ltd., India's premier retail-led mixed-use developer. There, he spearheaded innovative marketing strategies and luxury events across the company's portfolio, significantly enhancing brand visibility and customer engagement. His previous roles include leadership positions at Westerly Retail Pvt. Ltd., a subsidiary of Blackstone Group, and Kalpataru Retail Ventures Pvt. Ltd., where he led comprehensive marketing initiatives that dramatically increased revenue and brand reach.

Mr. Joshi holds an MBA in Marketing from TIMSR, Mumbai University, and has been recognized with numerous awards for his impactful marketing campaigns. His role at Madhavbaug will involve overseeing all aspects of marketing and sales strategies to drive growth and extend the reach of Madhavbaug's services across India.

"We are excited to welcome Shantanu to our team," said Shripad Upasani, CEO of Madhavbaug. "His proven track record and innovative approach to marketing and brand management are what brought us together. We look forward to seeing how his leadership will propel our marketing and sales efforts to new heights."

Mr. Joshi expressed his enthusiasm about his new role, stating, *"I'm thrilled to be part of Madhavbaug's mission to deliver exceptional patient care and advance treatment for heart and diabetes. Their dedication to health and wellness truly inspires me, and I'm eager to contribute my skills to take the organisation to the next level of growth and development"*.

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 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 March 31, 2024, 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 Vishakhapatnam 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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***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.*