

**Date:** 10<sup>th</sup> 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 Participation in Ayush Medical Value Travel Summit**

Please find attached Press Release titled as "**Madhavbaug Showcases Leadership in Integrated Ayush Healthcare at the Ayush Medical Value Travel Summit**"

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

For, **Vaidya Sane Ayurved Laboratories Limited**

*Sapna Vaishnav*  
**Company Secretary and Compliance Officer**

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**VAIDYA SANE AYURVED LABORATORIES LIMITED**

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## Media Release

### **Madhavbaug Showcases Leadership in Integrated Ayush Healthcare at the Ayush Medical Value Travel Summit**

**Mumbai, 10<sup>th</sup> October 2024:** Vaidya Sane Ayurved Laboratories - Madhavbaug, a Company, leader in the integration of Ayurveda with contemporary medical practices, participated in the Ayush Medical Value Travel Summit held recently. The event featured the session, "Expanding Frontiers: Opportunities in Ayush and Integrated Medical Value Travel," which brought together thought leaders, practitioners, and experts from the wellness and Ayush sectors to explore future pathways and showcase inspiring success stories.

As part of the esteemed panel discussion, Dr. Rohit Sane, MD & Founder of Madhavbaug Wellness, shared his insights into the growing role of Ayurveda in integrated healthcare and medical value travel. Madhavbaug, known for its innovative treatments that combine Ayurvedic principles with modern medicine, has played a pivotal role in redefining healthcare for both domestic and international patients seeking holistic care solutions.



During the session, Dr. Sane highlighted the success of Madhavbaug's unique approach, which integrates traditional Ayurvedic practices with cutting-edge technology to provide effective, sustainable healthcare solutions. He emphasized the role of medical value travel in bringing global patients to India for high-quality and affordable treatments, especially in the field of non-invasive cardiology and lifestyle-related disorders.

"The demand for holistic healthcare is rapidly growing, and India, with its rich heritage of Ayurveda and wellness, is positioned as a global hub for medical value travel. Madhavbaug's commitment to delivering personalized healthcare that combines ancient wisdom with modern practices has been key to attracting patients from across the world," said Dr. Sane.

Madhavbaug's participation in the summit further reinforced its leadership position in the Ayush sector, with a vision to expand its global footprint and continue providing exceptional care for chronic lifestyle diseases.

The Ayush Medical Value Travel Summit has been instrumental in shedding light on the immense potential of Ayush and integrated healthcare systems in attracting international patients. Madhavbaug remains committed to contributing to this global movement by offering innovative, evidence-based Ayurvedic treatments that bring real health benefits to patients worldwide.

### **Management Comment:**

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

*"We are honored to have participated in the Ayush Medical Value Travel Summit and to share our journey in promoting integrated healthcare through Ayurveda. At Madhavbaug, we are driven by a mission to provide holistic, evidence-based healthcare solutions that not only focus on disease management but also emphasize prevention and wellness. Our unique approach of combining Ayurvedic wisdom with modern medical technology has allowed us to offer world-class treatments, particularly in addressing lifestyle disorders and non-invasive cardiology.*

*The potential for Ayush and integrated medical value travel is vast, and India stands at the forefront of this movement. As more international patients seek holistic, affordable, and effective treatment options, we are committed to making Madhavbaug a global leader in this space. Our success in attracting patients from around the world underscores the increasing demand for healthcare that considers the mind, body, and spirit as a whole.*

*We will continue to expand our footprint and explore new opportunities to provide innovative care, all while maintaining the highest standards of patient safety and satisfaction. This summit has been a valuable platform for exchanging ideas and forging new pathways, and we look forward to further collaborations that can elevate Ayush and integrated healthcare on a global scale."*

*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 353 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](http://www.madhavbaug.org)

*For further information please contact:*

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