

Date: 16th 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 on *Winter Health: How to Protect Your Heart and Body This Season*

Please find attached Press Release titled as "***Winter Health: How to Protect Your Heart and Body This Season***"

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

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Media Release

Winter Health: How to Protect Your Heart and Body This Season

Mumbai, 16rd October 2024: Vaidya Sane Ayurved Laboratories - Madhavbaug, a Company, leader in the integration of Ayurveda with contemporary medical practices talking about the control of your winter health.

As winter sets in, the season brings various health challenges like dry skin, joint pain, and seasonal illnesses such as the flu. However, by embracing Ayurveda and incorporating simple lifestyle changes, you can turn winter into a season of wellness and protect both your heart and body.

Ayurveda, an ancient system of natural healing, advises increased self-care during the colder months. A recent study published in JAMA Cardiology reveals that cold weather significantly raises the risk of heart attacks due to the constriction of blood vessels and fluctuations in cholesterol levels. This highlights the importance of proactive measures to combat winter health risks.

**Winter
Health :**

**How to Protect Your Heart and
Body This Season**



Winter Health Risks

Winter weather often mimics the characteristics of the Vata and Kapha doshas in Ayurveda, which dominate during this season, contributing to various health issues. Key risks include:

- Difficulty staying active on cold mornings.
- Reduced physical activity and increased calorie intake, leading to weight gain.
- Higher consumption of caffeine to stay warm, which can affect heart health.

- Blood vessel constriction due to cold temperatures, raising the risk of hypertension and heart disease, according to research from Harvard Medical School.
- Changes in temperature and humidity, which can worsen conditions such as diabetes and heart disease.

Ayurvedic Tips for Winter Wellness

Ayurveda emphasizes living in harmony with nature and adjusting your lifestyle to the season. Here are a few essential tips to maintain health during winter:

1. **Mindfulness:** Maintain a daily routine of mindfulness meditation to stay aware of your body and quickly address any changes like poor digestion, dry skin, or joint stiffness.
2. **Routine Health Checks:** Regular check-ups are crucial to monitor heart health and diabetes, as many of these conditions progress without noticeable symptoms.
3. **Panchakarma Therapy:** For those looking for a holistic approach to health management, Panchakarma therapy is highly recommended. Available at reputable clinics like Madhavbaug, this Ayurvedic detox treatment has proven effective in managing heart disease, diabetes, and hypertension. A study published in *JAPI* demonstrates that Panchakarma, combined with dietary modifications, can help manage type 2 diabetes.

Precautions for Heart and Diabetes Patients

People with pre-existing conditions, particularly heart disease and diabetes, should be extra cautious during winter. Cold weather can exacerbate health risks even for otherwise healthy individuals. *Harvard Medical School* recommends adopting lifestyle changes to reduce the likelihood of winter heart attacks.

At Madhavbaug, we take a multidisciplinary approach to help patients manage and even reverse conditions such as diabetes, heart disease, and hypertension. Our research-based therapies, including Panchakarma, have shown positive results in improving blood circulation and overall heart health, as noted by the European Society of Cardiology.

Management Comment:

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

"Winter is a season when our bodies are more susceptible to various health challenges, especially for individuals with pre-existing conditions like heart disease and diabetes. At Madhavbaug, we believe in a holistic, Ayurvedic approach to healthcare that addresses the root causes of these ailments. Through therapies like Panchakarma, combined with lifestyle and dietary modifications, we empower patients to manage and even reverse conditions such as diabetes and hypertension. With the right precautions and Ayurvedic practices, winter can be transformed into a season of strength and well-being."

"Our research-backed treatments have shown significant improvements in heart health and overall wellness, making it possible for individuals to thrive even in the coldest months. This

winter, we encourage everyone to take preventive steps, stay mindful of their health, and seek natural, effective solutions to safeguard their well-being."

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

For further information please contact:

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