

December 06, 2025

To,

BSE Limited, 20 th Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	Metropolitan Stock Exchange of India Limited, Vibgyor Towers, 4 th floor, Plot No C 62, G - Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (E), Mumbai – 400 098 (Symbol – AAYUSH, Series – EQ)
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Dear Sir/Madam,

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Sub: Press Release: Aayush Wellness Strengthens Its Presence in the \$18 Billion Nutraceutical Market with Launch of Immunity Booster Tablets.

This is to inform the Exchange that Aayush Wellness Limited has launched **Immunity Booster Tablets**, marked a strategic expansion of its wellness portfolio and strengthening its presence in India's rapidly growing nutraceutical market. This launch aims to address rising immunity-related concerns among consumers while enhancing the Company's long-term value creation in the health and wellness segment.

The detailed press release titled "*Aayush Wellness Strengthens Its Presence in the \$18 Billion Nutraceutical Market with Launch of Immunity Booster Tablets*" is enclosed herewith, and the contents thereof are self-explanatory.

You are requested to take the above cited information on your record.

Thanking You,

For Aayush Wellness Limited

Naveenakumar Kunjaru
Managing Director
DIN: 07087891

AAYUSH WELLNESS LIMITED
CIN: L01122DL1984PLC018307

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Contact No: +91 8448693031 **Email:** cs@aayushwellness.com **Website:** www.aayushwellness.com

Aayush Wellness Strengthens Its Presence in the \$18 Billion Nutraceutical Market with Launch of Immunity Booster Tablets.

Enhancing shareholder value through category expansion into India's fastest-growing wellness segment

New Delhi, 06th December 2025: - Aayush Wellness Limited, an integrated healthcare company, has expanded its wellness portfolio with the launch of Immunity Booster Tablets, tapping into India's rapidly growing \$18 billion nutraceutical market. This strategic launch comes at a time when sedentary lifestyles, poor dietary choices, chronic stress, and seasonal changes have significantly weakened the immune resilience of millions. Designed to address this urgent need, the tablets offer a daily solution for strengthening the body's natural defense system in today's fast-paced and health-vulnerable environment.



In India, almost 38% of the population consumes an Unhealthy Diet, driven by urban lifestyles, lack of nutrition awareness, and economic constraints that make processed and high-calorie foods more accessible than minerals and nutrient-rich meals. Over time, this unhealthy dietary pattern weakens the immune system of millions, leaving them more vulnerable to infections and chronic illnesses. Recognizing this alarming trend, Aayush Wellness Limited developed its Immunity Booster tablets to help individuals strengthen their natural defense system and support everyday wellness.

Formulated with a potent blend of traditional and science-backed ingredients, Aayush Wellness Limited's Immunity Booster Tablets are designed to fortify the body's natural defense system and promote daily resilience. Key ingredients include Amla (*Emblica Officinalis*), a rich source of antioxidants and Vitamin C; Rose Hip and Elderberry Extract (*Sambucus Nigra*), known for their immune-enhancing and antiviral properties; Echinacea Extract, traditionally used to combat infections and support upper respiratory health; and Ginger Rhizome Extract, which offers anti-inflammatory and digestive support. The formulation is further strengthened with Licorice **Extract**

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(Glycyrrhiza Glabra), Zinc, and Vitamin C (L-Ascorbic Acid) to support immune cell function, reduce oxidative stress, and enhance the body's ability to respond to seasonal threats.

Together, these ingredients work synergistically to:

- Enhance immune system responsiveness
- Help protect against common seasonal infections
- Provide antioxidant support to reduce inflammation
- Promote overall vitality and daily wellness

"With this launch, we are not only addressing a critical health concern but also tapping into one of the fastest-growing segments within India's wellness economy," said Naveena Kumar, Managing Director of Aayush Wellness Limited. "Our Immunity Booster Tablets are designed to meet real-world needs with formulations that combine purity, efficacy, and compliance with regulatory standards."

With the launch of Immunity Booster Tablets, Aayush Wellness Limited reaffirms its commitment to proactive healthcare and holistic well-being. The company continues to focus on building a diverse portfolio of high-quality, accessible wellness products that cater to evolving consumer needs. As it deepens its presence in the nutraceutical sector, Aayush Wellness is poised to deliver sustained growth, strengthen brand equity, and create long-term value for its customers, partners, and investors alike.

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