



June 09, 2025

To,

BSE Limited,
20th Floor, P. J. Towers,
Dalal Street,
Mumbai – 400 001.
(Scrip Code: 539528; Scrip Id: AAYUSH)

Metropolitan Stock Exchange of India Limited,
Vibgyor Towers, 4th floor, Plot No C 62, G - Block,
Opp. Trident Hotel, Bandra Kurla Complex, Bandra
(E), Mumbai – 400 098
(Symbol – AAYUSH, Series – EQ)

Dear Sir/Madam,

Subject: Press Release – Aayush Wellness Limited to Form Wholly Owned Subsidiary in Singapore to Drive Southeast Asia Expansion.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release issued by Aayush Wellness Limited (“the Company”) on the above captioned subject for Expansion in Southeast Asia.

Contents of the press release are self-explanatory.

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

Thanking You,

For Aayush Wellness Limited

Naveenakumar Kunjaru
Managing Director
DIN: 07087891

AAYUSH WELLNESS LIMITED
CIN: L01122DL1984PLC018307

Registered Office: 275, Ground Floor, West End Marg, Near Saket Metro Station Exit: 2, New Delhi-110030
Contact No: +91 8448693031 **Email:** cs@aayushwellness.com **Website:** www.aayushwellness.com



PRESS RELEASE

Aayush Wellness Limited to Form Wholly Owned Subsidiary in Singapore to Drive Southeast Asia Expansion

New Delhi, June 9, 2025 – *Aayush Wellness Limited*, an integrated healthcare company dedicated to holistic wellness and innovation, is pleased to announce that its Board of Directors has approved the formation of a wholly owned subsidiary in Singapore with an initial capital investment of SGD 10,000.

This strategic expansion marks a significant step in the company's global growth strategy and will serve as a launchpad for its nutraceutical and healthcare products across the rapidly expanding Southeast Asian markets.

Mr. Naveena Kumar, Managing Director of Aayush Wellness said *“Our new Singapore-based subsidiary will enable us to tap into one of the world's most dynamic wellness markets, offering greater agility in operations, regulatory efficiency, and direct access to high-growth ASEAN economies. This is a critical step toward building a global wellness brand.”*

Unlocking Regional Potential:

The Southeast Asian nutraceutical market is projected to reach USD 15.1 billion by 2028, growing at a CAGR of 7.5%, driven by rising health consciousness, urbanization, and preference for preventive healthcare solutions.

Singapore, in particular, stands out as a key market and gateway for regional expansion. The country's nutraceutical sector is valued at over USD 1.3 billion, with steady growth driven by an aging population, high per capita health spending, and a consumer base that actively seeks functional foods, dietary supplements, and herbal wellness solutions. Its strong regulatory framework and international connectivity make it an ideal base for Aayush Wellness's global ambitions.

Key Focus Areas of the Subsidiary:

- Localizing product offerings to align with regulatory and cultural preferences.
- Forging strategic partnerships and e-commerce distribution channels across ASEAN.
- Driving export growth from India while expanding the company's international brand presence.
- Establishing a regional R&D and innovation hub to adapt to market-specific wellness trends.

Aligned with Aayush Wellness's Vision:

This development is in line with Aayush Wellness Limited's broader mission to deliver science-backed, sustainable, and natural healthcare solutions globally. The company aims to use its new presence in Singapore to not only access markets in Malaysia, Indonesia, Thailand, and Vietnam, but also to establish a foundation for future global partnerships and innovation.

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About Aayush Wellness Limited:

(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528], established in 1989 is a pioneering name in health and wellness solutions, dedicated to offering products that merge wellbeing with innovation. We are India's integrated healthcare company committed to offer quality products and services to enhance the consumer well-being. Aayush Wellness continues to lead the industry in promoting healthier lifestyle choices through its diverse range of wellness products and services. For more information, please visit www.aayushwellness.com or Call: 8655611700 for business inquiries.



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