

November 17, 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: Strategic Partnership with Blinkit to Strengthen its Distribution Network.

This is to inform the Exchange that Aayush Wellness Limited has entered into a strategic partnership with Blinkit, one of India's leading quick-commerce platforms, to strengthen its distribution network and accelerate its omnichannel expansion strategy. This collaboration will enable rapid and reliable delivery of Aayush Wellness's products through Blinkit's extensive urban delivery network and advanced logistics infrastructure, thereby enhancing consumer accessibility and experience.

The partnership marks a significant step in Aayush Wellness's efforts to capture opportunities in India's fast-growing nutraceutical and wellness market. By integrating hyperlocal delivery capabilities, the Company aims to reinforce its presence across metropolitan and emerging urban centres, ensuring real-time product availability, improved supply-chain efficiency, and stronger customer engagement.

The details required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/0155 dated 11th November, 2024 are enclosed as "Annexure I" to this letter.

The detailed Press Release is enclosed for your reference, and the contents thereof are self-explanatory.

You are requested to take the above information on record.

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

Annexure – I

Particulars	Details
Name(s) of party with whom the agreement is entered	M/s. Blink Commerce Private Limited (operating as <i>Blinkit</i>)
Purpose of entering into the agreement;	To strengthen the Company's distribution network by leveraging Blinkit's hyperlocal quick-commerce platform for rapid product delivery, enhance availability of Aayush Wellness products, and support the Company's omnichannel expansion strategy.
Shareholding, if any, in the entity with whom the agreement is executed;	Nil
Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.;	This strategic partnership enables distribution of Aayush Wellness products through Blinkit's platform, with terms as mutually decided between both the parties, and any amendment thereof as and when required.
Whether, the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship;	No
Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	No
In case of issuance of shares to the parties, details of issue price, class of shares issued;	Not Applicable
Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	None
In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof.	Not Applicable

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Aayush Wellness announces strategic partnership with Blinkit to strengthen its Distribution Network

Expanding market reach in a Rapidly Growing **USD 35 Billion** Nutraceutical Market

New Delhi, 17th November 2025:

Aayush Wellness Ltd., an integrated health and wellness company, announced a significant milestone in its expansion strategy through a strategic partnership with Blinkit, one of India's fastest-growing quick commerce platforms. This collaboration underscores Aayush Wellness's commitment to reshaping its go-to-market Strategy by leveraging Blinkit's extensive urban delivery network and advanced logistics infrastructure.

The partnership will enable rapid and reliable product delivery, ensuring real-time availability and a seamless consumer experience.

By integrating quick commerce capabilities into its distribution strategy, Aayush Wellness is set to position itself as an Omi-channel Healthcare Company.



Strategic Rationale and Business Impact

The Indian nutraceutical industry was valued at approximately **USD 32 billion** in 2024, is projected to surpass USD 75 billion by 2033, growing at a CAGR of around 10%. Capitalizing on this momentum, Aayush Wellness is accelerating its omnichannel growth through digital expansion and strategic partnerships that enhance accessibility, visibility, and efficiency.

The collaboration with Blinkit represents a pivotal step in broadening Aayush Wellness's market presence across major metropolitan and emerging urban centers. By harnessing Blinkit's hyperlocal delivery ecosystem, the company can ensure that its products reach consumers within minutes, boosting brand recall, optimizing inventory management, and driving higher customer satisfaction.

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This initiative aligns with Aayush Wellness's broader vision of digital transformation and operational scalability. The company aims to sustain long-term value creation by expanding its distribution footprint, strengthening supply chain efficiency, and unlocking new growth opportunities across India's Health & wellness markets.

"Our partnership with Blinkit marks a transformative step in revolutionizing Health & wellness distribution in India," said Mr. Naveena Kumar, Managing Director of Aayush Wellness Ltd. "By integrating rapid delivery technology with our science-led health and wellness portfolio, we are creating an unparalleled consumer experience. This collaboration strengthens our mission of driving innovation, accessibility, and sustainable growth while empowering individuals to embrace preventive and holistic health solutions."

Building the Future of Wellness

Through this partnership, Aayush Wellness reinforces its long-term strategy of combining technology, wellness, and accessibility to build a stronger, more inclusive health ecosystem. The company remains focused on delivering innovative as well as high quality products and services, expanding across key Indian cities, and enabling consumers to make informed, health-conscious choices backed by science and convenience.

About Aayush Wellness Limited:

(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528], established in 1984 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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