

October 16, 2026

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,

Reference: Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015.

Subject: Press Release: Aayush Wellness Expands into USD 16.29 Billion Bone & Joint Health Segment with New Calcium & Vitamin Supplement.

This is to inform the Exchange that Aayush Wellness Limited has expanded its nutraceutical portfolio with the launch of “Aayush Calcium Vitamin Tablets”, aimed at addressing everyday nutritional needs and supporting bone and joint health.

The detailed press release titled “*Aayush Wellness Expands into USD 16.29 Billion Bone & Joint Health Segment with New Calcium & Vitamin Supplement*” 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

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JADHAV
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WAMAN JADHAV
Date: 2026.10.16
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Kashiram Jadhav

Director

DIN: 11640980

AAYUSH WELLNESS LIMITED
CIN: L01122MH1984PLC463364

Registered Office: B402, Takshashila, Samant Estate, Goregaon East, Mumbai – 400063.
Contact No: +91 8448693031 **Email:** cs@aayushwellness.com **Website:** www.aayushwellness.com

Aayush Wellness Expands into USD 16.29 Billion Bone & Joint Health Segment with New Calcium & Vitamin Supplement

The new Calcium & Vitamin offering strengthens Aayush Wellness' growing nutraceutical portfolio and addresses everyday nutritional needs.

Mumbai, 16th October 2026- Aayush Wellness Limited, an integrated healthcare company expands its Nutraceutical portfolio with the launch of Aayush Calcium Vitamin Tablets, a scientifically advanced formulation designed to address India's widespread calcium and vitamin deficiencies. With this launch, the company expands its product portfolio in the rapidly growing USD 178 billion dietary supplements category, a high demand market driven by shifting consumer health priorities, rising nutritional gaps, and the nationwide move toward proactive wellness solutions.



Addressing One of India's Largest Nutritional Gaps

- India faces one of the world's highest rates of Vitamin D deficiency, affecting up to 80% to 90% of the population and undermining bone health due to poor calcium absorption.
- Over 50% of Indian adults fail to meet daily calcium requirements, compounding the risk of weakened bones and musculoskeletal disorders.
- The dual deficiency of Vitamin and calcium leads to widespread health repercussions, including muscle spasms, fatigue, and increased joint problems, significantly impacting quality of life and productivity.
- The crisis affects all age groups and lifestyles, from children and working professionals to aging adults and athletes, making it a universal public health priority.
- Addressing these deficiencies represents a multi hundred million population opportunity, highlighting the urgent need for effective, high-quality bone and joint health solutions in India.

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With the introduction of Aayush Calcium Vitamin Tablets, Aayush Wellness aims to directly address the critical gap between daily nutritional needs and actual nutrient intake. The formulation combines a powerful blend of essential nutrients designed to strengthen bone health and support daily wellbeing. It includes Calcium Citrate for superior absorption, paired with Vitamin D2 to enhance calcium utilization and bone mineralization. Magnesium and Zinc further aid muscle function and joint support, while Folic Acid contributes to healthy cell renewal and metabolic balance. Together, these ingredients create a well-rounded, science-backed solution for stronger bones, better mobility, and overall musculoskeletal vitality. The combination of these ingredients is designed not only to strengthen bone density but also to enhance joint flexibility, support muscular performance, and promote daily vitality among individuals with active or demanding lifestyles.

Key Benefits of Aayush Calcium Vitamin Tablets

- Helps improve calcium absorption and utilization
- Supports bone density and long-term skeletal strength
- Aids muscle function, joint mobility, and flexibility
- Addresses widespread nutrient deficiencies with a daily, easy-to-consume solution

*"As India witnesses one of the world's highest nutrient insufficiencies, our entry into this category is both timely and strategically aligned with real consumer needs," said **Kashiram Jadhav, Director of Aayush Wellness Limited.** "Aayush Calcium Vitamin Tablets reflect our commitment to proactive healthcare and scientific rigor. We are entering a high-growth category that is central to India's long-term wellness transition and holds strong commercial potential for our shareholders."*

About Aayush Wellness Limited:

(ISO 9000 and 22000 certified company)

Aayush Wellness Limited [BSE scrip code: 539528, MSEI Symbol – AAYUSH], 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 preventive healthcare company committed to offering quality products and services to enhance 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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