

**June 17, 2026**

To,

<b>BSE Limited,</b> 20 <sup>th</sup> Floor, P. J. Towers, Dalal Street, Mumbai – 400 001. (Scrip Code: 539528; Scrip Id: AAYUSH)	<b>Metropolitan Stock Exchange of India Limited,</b> Vibgyor Towers, 4 <sup>th</sup> 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:** **Submission of Press Release**

With reference to the above cited subject, we hereby submit Press Release titled “**Maharashtra's MCOCA Crackdown on Illegal Gutkha Trade Creates Significant Growth Opportunity for Aayush Wellness's Herbal Masala Business**”.

Content of the press release 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: L01122MH1984PLC463364**

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

## **Maharashtra's MCOCA Crackdown on Illegal Gutkha Trade Creates Significant Growth Opportunity for Aayush Wellness's Herbal Masala Business**

**Mumbai, India, June 17, 2026:** A major regulatory shift in Maharashtra's tobacco sector is creating a potentially transformative opportunity for companies operating in the legal herbal alternatives market. The Maharashtra Government's decision to invoke the Maharashtra Control of Organized Crime Act (MCOCA) against illegal gutkha syndicates marks one of the strongest enforcement actions undertaken against the illicit tobacco ecosystem in recent years.

Industry observers believe that the crackdown could accelerate the migration of consumers from banned tobacco products toward compliant, tobacco-free alternatives, creating a substantial market opportunity for established herbal brands such as Aayush Wellness Limited.

### **Regulatory Action Targets Multi-Billion Rupee Illicit Market**

For years, illegal gutkha operators have continued to serve a large consumer base despite regulatory restrictions. The latest enforcement initiative aims to dismantle organized manufacturing, distribution, and supply networks that have enabled the circulation of prohibited tobacco products.

As supply channels face increasing disruption, consumers are expected to seek legal alternatives that provide a similar mouth-freshening experience without tobacco or nicotine.

### **Aayush Wellness Positioned at the Intersection of Regulation and Consumer Health**

Aayush Wellness has strategically built its Herbal Masala portfolio around the growing demand for tobacco-free products. The company's offerings combine traditional Ayurvedic ingredients with a familiar consumer experience, creating a legal and health-conscious alternative for users looking to move away from tobacco-based products.

The ongoing crackdown effectively strengthens the competitive position of compliant players by reducing the influence of unorganized and illegal market participants. As regulatory enforcement increases, established brands with transparent manufacturing practices, quality controls, and distribution capabilities are expected to gain market share.

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## **Aligning with India's Evolving Public Health Vision**

The company's long-term vision closely aligns with the government's broader objective of reducing tobacco consumption and promoting healthier lifestyle choices. Rather than competing within the tobacco ecosystem, Aayush Wellness has focused on developing products that support the transition toward wellness-oriented consumption.

This alignment places the company in a favorable position as policymakers, healthcare professionals, and consumers increasingly advocate for healthier alternatives.

## **Structural Industry Shift Could Unlock Long-Term Growth**

Market experts believe the current regulatory environment may represent a structural turning point for the herbal mouth freshener category. As consumer awareness grows and enforcement actions continue, the shift from illicit tobacco products toward organized herbal alternatives could create a multi-year growth opportunity for companies operating in this segment.

Aayush Wellness believes that this evolving market landscape strengthens the long-term potential of its Herbal Masala business while supporting its broader mission of making healthier alternatives accessible to millions of consumers across India.

With regulatory tailwinds, increasing consumer awareness, and a rapidly expanding wellness ecosystem, Aayush Wellness remains focused on building a scalable health and wellness platform that can benefit from India's ongoing transition toward healthier consumption habits.

### **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 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](http://www.aayushwellness.com) or Call: 8655611700 for business inquiries.

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