

May 08, 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 Enters India's ₹366 Billion Metabolic Health Market with Launch of Aayush Dia Shield Tablets.

This is to inform the Exchange that Aayush Wellness Limited has launched “Aayush Dia Shield Tablets”, marking its strategic entry into India’s rapidly expanding metabolic health and preventive wellness segment. The launch strengthens the Company’s healthcare portfolio and aims to address the growing prevalence of diabetes and pre-diabetes among Indian consumers through a science-backed preventive wellness solution.

The detailed press release titled *Aayush Wellness Enters India's ₹366 Billion Metabolic Health Market with Launch of Aayush Dia Shield 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: L01122MH1984PLC463364

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

Press Release

Aayush Wellness Enters India's ₹366 Billion Metabolic Health Market with Launch of Aayush Dia Shield Tablets

Targets over 230 million Indians affected by diabetes and pre-diabetes with a preventive, science-backed wellness solution

MUMBAI, May 08, 2026: Aayush Wellness Limited (BSE: 539528, MSEI: AAYUSH,), a leading integrated healthcare and preventive wellness company, today announced its strategic entry into the diabetes and metabolic health sector with the launch of “**Aayush Dia Shield Tablets**”. This science-backed dietary supplement is designed to address the escalating health crisis in India, where over 230 million individuals are currently affected by diabetes or pre-diabetes.

Addressing a National Health Priority

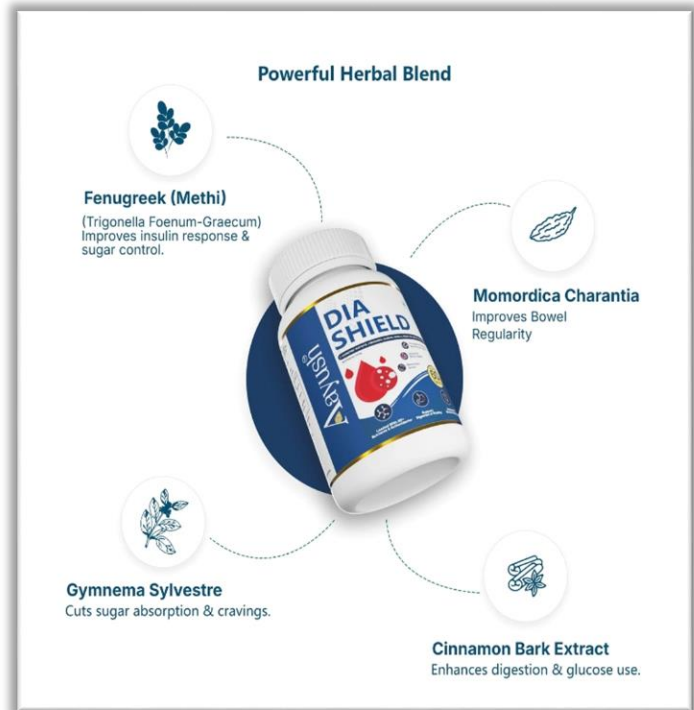
India is currently grappling with a significant metabolic health challenge, with over 100 million people living with diabetes and an additional 136 million classified as pre-diabetic. Notably, nearly 50% of cases remain undiagnosed, and the prevalence is rising sharply among working professionals aged 30–45.

Aayush Dia Shield Tablets are formulated to provide a preventive and supportive solution for long-term blood sugar management, catering to an increasingly health-conscious population.

Science-Backed Botanical Formulation

The product features a powerful blend of time-tested herbal extracts specifically chosen for their metabolic benefits:

- **Trigonella foenum - graecum (Fenugreek/Methi):** Enhances insulin response and sugar control.
- **Momordica charantia (Karela):** Naturally supports lower blood sugar levels and bowel regularity.
- **Gymnema sylvestre (Gurmar):** Assists in cutting sugar absorption and reducing cravings.
- **Cinnamon Bark Extract:** Enhances digestion and improves glucose utilization.



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Strategic Market Growth

The launch positions Aayush Wellness within the high-growth ₹366.56 billion metabolic health market. As a nutraceutical product, Aayush Dia Shield is designed for modern lifestyles, offering a convenient daily format that fosters repeat-consumption behavior and long-term growth visibility for the company.

"India's diabetes challenge represents both a major public health priority and a significant wellness opportunity," said **Naveena Kumar, Managing Director of Aayush Wellness Limited**. "With Aayush Dia Shield Tablets, we are strengthening our preventive healthcare portfolio with a solution aligned to evolving consumer needs and our long-term growth strategy".

Key Benefits of Aayush Dia Shield

- **Metabolic Support:** Promotes efficient glucose metabolism and energy utilization.
- **Antioxidant Defense:** Combats oxidative stress linked to lifestyle-related imbalances.
- **Holistic Vitality:** Supports digestive health, nutrient absorption, and overall daily wellness.
- **Helps Maintain Overall Wellness:** A comprehensive wellness supplement aimed at long-term metabolic and lifestyle health support.

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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