

AVT NATURAL PRODUCTS LIMITED

60, Rukmini Lakshmiipathy Salai, Chennai - 600 008. India. Telefax : 91-44-28584147

AVTNPL/CS/SE

November 15, 2013

Bombay Stock Exchange Ltd., Phiroze Jeejeebhoy Towers, 25 th Floor, Dalal Street, Mumbai 400 001. <u>Stock Code – 519105</u>	The National Stock Exchange of India Ltd "Exchange Plaza" Bandra Kurla Complex, Bandra East, Mumbai 400 051 <u>Stock Code – AVTNPL</u>
Madras Stock Exchange Ltd., "Exchange Buildings" No. 11, Second Line Beach, Chennai 600 001. <u>Stock Code – AVT</u>	<i>BY EMAIL /COURIER</i>

Dear Sirs,

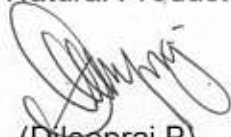
Sub : AVT Natural launch Health Supplements

AVT Natural Products Ltd has launched an exclusive range of condition-specific Health Supplements under the brand name Optim Health, in select cities. The range, targeted at consumers residing in the top cities seeking good health & living, will be distributed through leading Chemists and Modern Trade stores. The launch is initially limited to Bangalore, Hyderabad, Mumbai and Pune and will be scaled up in phases. Focused marketing activities will support the launch.

This may please be taken on record.

Thanking you,

Yours faithfully,
for AVT Natural Products Limited


(Dileepraj.P)
Company Secretary