

To,

Date: 24-05-2024

The Manager – Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza 5<sup>th</sup> Floor  
Plot No C/1, G, Block,  
Bandra Kurla Complex, Bandra (E)  
Mumbai-400 051

**Subject: Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015 - Launch of New Product "PROTIVANA" by Innovana Fitness Labs Limited**

Dear Sir / Ma'am

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that our subsidiary, **INNOVANA FITNESS LABS LIMITED**, has launched a new product aimed at health and supplement enthusiasts.

A detailed announcement in this regard is enclosed herewith.

Kindly take the note of above information on record and oblige.

Thank You

**INNOVANA THINKLABS LIMITED**

*Vasu Ajay Anand*  
**VASU AJAY ANAND**  
**COMPANY SECRETARY**



Encl: As above



Plot No. D-41, Patrakar Colony, Near  
Jawahar Nagar ,Moti Dungri Vistar Yojna,  
Raja Park, Jaipur - 302004 (Raj), INDIA



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## Innovana Fitness Labs Limited Introduces Protivana: The Ultimate Whey Protein Powder for Fitness Enthusiasts

Innovana Fitness Labs Limited announces the launch of Protivana, a premium whey protein powder meticulously crafted to elevate your fitness journey. Catering to the domestic market, Protivana is designed with the needs of athletes, bodybuilders, and fitness enthusiasts in mind.



Protivana is a result of rigorous quality control measures and exquisite formulation techniques that make it stand out in the competitive market of protein supplements. Each serving delivers an impressive 25.22 grams of protein derived from ultra-filtered whey sourced from the USA. This superior formulation boasts a remarkable protein concentration of 92%, making it one of the most potent options available today.



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Beyond its protein content, Protivana includes essential vitamins, minerals, antioxidants as well as a robust amino acid profile that comprises 5 grams of Branched-Chain Amino Acids (BCAAs) and 3.93 grams of glutamine and glutamic acid per serving. This nutrient-rich composition not only fuels muscles during training but also enhances faster recovery post-workout.

What truly sets Protivana apart is its dedication to purity — it's non-GMO, gluten-free and vegetarian-friendly. These characteristics ensure that anyone seeking optimal nutrition can confidently incorporate this product into their dietary regimen without compromise.

Its high-quality ingredients are easy to mix and absorb - ensuring both quick preparation times and immediate effects on energy levels whether pre or post-workout or as part of a daily nutritional routine.

With an unmatched protein concentration and a blend of nature's finest nutrients to support muscle growth, recovery, and overall well-being, Protivana has everything needed to enrich one's diet.

## About Innovana Fitness Labs Limited

Based in Jaipur, Innovana Fitness Labs Limited has rapidly cemented its position as a leading player in the fitness and wellness industry since its inception in 2019. With an unwavering commitment to health and wellness, Innovana Fitness Labs has taken giant strides towards transforming how individuals approach their fitness goals.

At the heart of Innovana's operations is its exclusive chain of Anytime Fitness gyms. This franchise offers state-of-the-art facilities equipped with cutting-edge exercise equipment designed to cater to fitness enthusiasts at all levels – from beginners embarking on their fitness journey to seasoned athletes seeking optimized workout routines.

Recognizing that consistent expert guidance is crucial for any successful fitness regime, Innovana Fitness Labs provides round-the-clock professional support. Whether you need advice from certified trainers during your workout or nutritional guidance from specialists post-exercise, help is always available whenever and wherever you need it. This unique 24x7 support system ensures that members receive personalized attention tailored to their individual needs.

In addition to offering premium gym facilities through Anytime Fitness chains, Innovana continues to innovate by expanding its product portfolio with high-quality supplements such as Protivana Whey Protein powder—a testament to their dedication in providing holistic enhancement for muscle recovery growth fortification against illnesses ensuring overall well-being users diligently pursue diverse range personal bests!

Innovana not just offers top-notch infrastructure but also fosters a community-centric environment it fosters. Members are welcomed into a supportive, motivating atmosphere where they can connect with like-minded individuals, share experiences, and stay motivated throughout their fitness journeys.



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