

Date: 09th September 2022

To,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051

NSE Symbol: Madhavbaug

Subject: Agreement for Incorporation of Company along with Dr. Janardhana V Hebbar

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 and with reference to the captioned subject, we would like to inform you that the Company has inked a shareholding agreement with Dr. Janardhana V Hebbar {hereinafter referred as Dr. Hebbar} on 09th September 2022 for incorporation of new company with name "Easy Ayurveda Private Limited" or any other name subject to availability and approval of Ministry of Corporate Affairs (MCA), brief profile of Dr. Hebbar is attached in **Annexure-1**

The details of the Company and business to be conducted as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 09th September 2015 is as under:

Sr. No.	Particulars	Disclosures
1.	Name of the target entity, details in brief such as Size, turnover etc.	Name: Easy Ayurveda Private Limited or any other names subject to availability and approval of MCA Paid Up Capital to be : Rs. 1,00,000/- Turnover: Company yet to be incorporated

VAIDYA SANE AYURVED LABORATORIES LIMITED

Registered Office Address:

Fl.5 1047, Shriram Bhawan, Shukrawar Peth,
Pune- 411002, Maharashtra India.
CIN No : L73100PN1999PLC013509

Corporate Office Address:

Ishan Bldg. No. 2, 701, 7th Floor, Gokhale Road, Naupada,
Thane (W)-400 602. Tel: +91 022-41235315/16
www.madhavbaug.org

2.	Whether the acquisition or Incorporation would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "Arm's Length"	Currently, Company is yet to be incorporated; however, it will fall into Related Party Transaction. Transaction will fall at "Arm's Length Basis"
3.	Industry to which the entity being acquired belongs	Healthcare Education and Teaching
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	This incorporation will help the company to spread and disseminate awareness, knowledge, education, training about the Ayurveda in world and provide the common forum of interaction, training courses and special programmes to impart training, education in Ayurveda treatments, therapies and products
5.	Brief details of any governmental or regulatory approvals required for the acquisition/Incorporation	None
6.	Indicative time period for completion of the acquisition/Incorporation	Approx. 2 months
7.	Nature of consideration -whether cash consideration or share swap and details of the same	Cash Transaction
8.	Cost of acquisition or the price at which the shares are acquired	Equity shares will be allotted to subscribers at Face Value of Rs. 10 Each
9.	Percentage of shareholding / control	Madhavbaug- 1,500 Equity Shares of Rs. 10 Each constituting 15.00% of Share Capital Dr. Hebbar- 8,500 Equity Shares of Rs. 10 Each constituting 85.00% of Share capital
10.	Brief Background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	This incorporation of the company will help the company to spread and disseminate awareness, knowledge, education, training about the Ayurveda treatments, therapies and products in world and provide the common forum of interaction, training courses and special programmes to impart training, education in Ayurveda

Kindly take this on your record.

For, Vaidya Sane Ayurved Laboratories Limited

Abhishek
Deshpande

Digitally signed by
Abhishek Deshpande
Date: 2022.09.09
15:47:08 +05'30'

Abhishek Deshpande

Company Secretary & Compliance Officer

Annexure-1: Brief Profile of Dr. Janardhana V Hebbar

Dr. Janardhana V Hebbar {Dr. Hebbar} is a Bachelor of Ayurvedic Medicine & Surgery, MD (Ayu) in Ayurvedic Pharmaceutics from RGUHS, Bangaluru and holds Post Graduate Diploma in Pharma Sales Management – 2010, IGNOU, New Delhi.

Dr. Hebbar is founder of <https://easyayurveda.com> and <https://ayurvedinfo.com> websites, which are engaged in spreading awareness and Knowledge in the field of Ayurveda.

Dr. Hebbar is Writer, author, public speaker on Ayurveda, which has helped to elevate the quality of lives of the world with the ambrosia of Ayurveda. Reaching approximately 30,000 people every day through the internet medium,

Following are few some acknowledged Contribution in Ayurveda by Dr. Hebbar through Books including E-Books, video courses, online video classes:

Books Published:

English:

Living Easy with Ayurveda
Easy Ayurveda Home Remedies
Tridosha Made Easy
Ayurveda Tarka

Malayalam: Ayurveda Aswasam

Kannada: Ayurveda Santvana

E-Books:

100 Herbs Of Ayurveda Made Easy – Volume 1
Complete Sex Guide
Blueprint For A Healthy Lifestyle
Ashtanga Hrudayam Sutrasthana Made Easy
Charaka Samhita Sutrasthana Made Easy
Disease Explanation In Charaka Samhita Made Easy
100 Questions and Answers with Dr JV Hebbar – Volume 1,2, 3 and 4

Video Courses:

Ayurvedic Herbology
Basic Ayurvedic Medicine Forms
Prakriti – Dosha Body Types

Weekly Video Classes attended by national and international participants: 320 classes conducted thus far.

Sunday Interactive sessions: Gurubodha - attended by national and international participants: 50 sessions thus far.