

Date: 014th November 2024

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

NSE Symbol: Madhavbaug

Sub: Intimation for Media Release

Dear Sir / Madam,

With reference to the captioned subject, enclose herewith the Media release on Madhavbaug Sets New Standard in Diabetes Reversal with Landmark GTT Event

The aforesaid information shall also be disclosed on the website of the company.

We would request you to take the above intimation on records.

For, **Vaidya Sane Ayurved Laboratories Limited**

Sapna Vaishnav
Company Secretary and Compliance Officer

VAIDYA SANE AYURVED LABORATORIES LIMITED

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Media Release

Madhavbaug Sets New Standard in Diabetes Reversal with Landmark GTT Event

Mumbai, November 13, 2024: On the eve of World Diabetes Day, Madhavbaug has set a new benchmark in diabetes care, proving that diabetes reversal is possible. By conducting a monumental Glucose Tolerance Test (GTT) event across 350+ clinics nationwide, Madhavbaug tested 1,153+ type 2 diabetes patients at once, showcasing that diabetes can be effectively managed and even reversed with the right care.

The monumental event, streamed live from Madhavbaug's Khopoli Cardiac Care Hospital, doubled their previous record from 2018, where GTT was conducted for 660 patients. The 2024 event reaffirms Madhavbaug's leadership in diabetes care innovation, showcasing their commitment to advancing treatment through Ayurveda, personalized diet plans, and lifestyle modifications. The GTT assessed participants' glucose tolerance levels, revealing the benefits of an integrated approach in managing diabetes.



Highlights of the live-streamed event included inspiring patient success stories and expert insights, with actress Kishori Shahane hosting. Building on this success, Madhavbaug is set to launch the “Madhumeh Mukta Bharat” (Diabetes-Free India) campaign, aiming to reach 10 crore Indians with guidance on diabetes prevention and management through Ayurveda and lifestyle changes.

Health experts such as Dr. Prasad Vaingankar (Public Health Expert and Former WHO National Officer), Dr. Rohit Sane (Founder, Madhavbaug), Dr. Gurudatta Amin (Chief Medical Officer), and Dr. Pravin Ghadigaonkar (Head of Patient Improvement) shared valuable insights on how lifestyle adjustments and Ayurvedic treatments are transforming diabetes care.

This event is not just about numbers; it's proof that diabetes reversal is possible,” said Dr. Rohit Sane, Founder of Madhavbaug. “With the right guidance and a holistic approach, we can overcome diabetes. Madhavbaug is proud to lead the way in diabetes management and reversal.

Starting on World Diabetes Day, November 14th, Madhavbaug will officially kick off its "**Madhumeh Mukta Bharat**" mission, with 400 workshops planned nationwide to educate and guide people on their path to diabetes reversal. The initiative will also offer discounted diabetes screenings across all Madhavbaug clinics, reinforcing their commitment to promoting health and wellness across India.

Management Comment:

Commenting on this development, **Dr. Rohit Sane, Managing Director and CEO, Vaidya Sane Ayurved Laboratories Limited** said:

"As we approach World Diabetes Day, I am immensely proud of what we have achieved with the recent GTT event. This was more than just a record-breaking effort—it was a testament to the power of holistic healthcare in managing and even reversing type 2 diabetes. By combining the strengths of Ayurveda, tailored diet plans, and lifestyle modifications, we are proving that diabetes reversal is possible for many individuals. With the launch of our 'Madhumeh Mukta Bharat' campaign, my goal is to bring this approach to millions across India, empowering them with tools and knowledge to transform their health journey. This mission reaffirms our commitment to changing lives and setting new standards in diabetes care.

Madhavbaug's leadership in diabetes management is a testament to our commitment to improving lives. Our centers across the country are staffed with highly trained professionals who embody our mission: to empower every patient with the means to overcome diabetes. The feedback from our patients — their successes, their journeys, and their renewed hopes — is what drives us to continue innovating, learning, and expanding our reach.

As we look ahead, we are committed to scaling our efforts, investing in research, and enhancing our programs. We will continue to seek partnerships, explore new technologies, and broaden our expertise to ensure that our patients receive the best possible care. Together, we can create a future where diabetes is not an inevitable burden but a condition that can be managed, controlled, and, in many cases, reversed.

I would like to thank the entire team at Madhavbaug for their untiring efforts and continued support that has helped us in building this brand and create a unique healthcare model which enables us to help and heal the world, one step at a time!"

Company Overview

Vaidya Sane Ayurved Laboratories (Madhavbaug) is a unique medical service institution that strives to treat chronic ailments like cardiac disease, diabetes, hypertension and obesity with the distinctive outlook of amalgamating technology with traditional healing of Ayurveda. The company's approach to treatment using non-invasive, multidisciplinary and innovative therapies which has helped establish it as a dependable option for treating the chronic

ailments. It is a health care provider primarily in the India's chronic care ecosystem. It provides its healthcare services through Madhavbaug clinics. As on September 30, 2024, the company operates 350 clinics across Maharashtra, Madhya Pradesh, Gujarat, Uttar Pradesh, Goa, Karnataka, Delhi, Chhattisgarh, Punjab, Rajasthan, Jammu and many more. Out of these 33 are company owned, 63 are OPD's and Mini Clinic and 254 are franchise clinics. It also operates three cardiac prevention and rehabilitation hospitals in Khopoli, Nagpur and Vishakhapatnam respectively. Our multidisciplinary team of over 420 doctors, including experts from Ayurveda, physiotherapy, and modern medicine, works to provide chronic disease management for conditions such as diabetes, hypertension, and heart disease.

At the company's clinics and hospitals, it use modern diagnostics, diet and physiotherapy and advanced Ayurveda to provide Heart disease, Diabetes, Hypertension & Obesity reversal treatments to its patients. This helps in improving the exercise tolerance of patients - improvement in grade of symptoms, improvement in maximum oxygen uptake, reduction in Hba1c, and metabolic equivalents (METs).

For more details please visit: www.madhavbaug.org

For further information please contact:

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