



MEDICAMEN Organics Limited

Regd. & Corporate Office: 10, Community Centre No.2, Ashok Vihar Phase-II, Delhi-110052 (India)

Tel: 011-27430249, 27138171

E-mail: info@mediorganics.in | CIN No: L74899DL1995PLC066416 | GSTIN:07AABCM4302P1ZF

July 28, 2025

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai, 400051, Maharashtra, India.

Company Symbol : **MEDIORG**
Company ISIN : **INE0PE401018**

Dear Sir/Madam,

Subject: Press Release - Medicamen Organics Limited Announces Appointment of Brand Ambassador for LOIRE Brand in Nepal.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a Press Release of the Company regarding signing of prominent Nepalese film actress Ms. Sanisha Bhattra as the Brand Ambassador for its premium beauty and personal care brand LOIRE in Nepal. This appointment has been made through the Company's wholly owned subsidiary Grande Etoile Pharmaceuticals Ltd.

Kindly take the same on record and display the same on the website of your exchange.

Thanking you.

Yours faithfully,

For and on behalf of
Medicamen Organics Limited

Ashutosh Gupta
Whole-time Director
DIN: 00039995

Place: New Delhi

Encl.: Press Release

Works:

Unit-1 : Plot No. 60, Sector 6-A, I.I.E. SIDCUL, Haridwar- 249403 (U.K.)|GSTIN: 05AABCM4302P1ZJ

Unit-2 : Plot No. 61, Sector 6-A, I.I.E. SIDCUL, Haridwar- 249403 (U.K.)|GSTIN: 05AABCM4302P3ZH



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APPOINTMENT OF BRAND AMBASSADOR FOR LOIRE BRAND IN NEPAL

New Delhi, July 28, 2025. Medicamen Organics Limited hereby informs that, as part of its international brand expansion strategy, it has appointed prominent Nepalese film actress **Ms. Sanisha Bhattra** as the **Brand Ambassador** for its premium beauty and personal care brand **LOIRE** in Nepal. This appointment has been made through the Company's wholly owned subsidiary **Grande Etoile Pharmaceuticals Ltd.**, in coordination with its authorized distribution and marketing partner in Nepal.

Scope of Engagement

- **Brand Representation:** Ms. Bhattra will officially represent LOIRE across all promotional, digital, and offline marketing initiatives in Nepal.
- **Social Media Endorsements:** She will actively promote LOIRE products on her verified social media platforms, thereby providing enhanced consumer outreach and digital visibility.
- **Participation in Campaigns and Events:** Ms. Bhattra will participate in marketing campaigns, product launches, and consumer engagement activities organized throughout the year by the Company to strengthen LOIRE's brand recognition.
- **Market Awareness and Positioning:** This strategic engagement is aimed at accelerating brand awareness and establishing LOIRE as a leading premium personal care brand in Nepal.

Strategic Rationale

The appointment of Ms. Bhattra aligns with the Company's objective to:

- Build **strong brand equity** in the Nepalese beauty and personal care market.
- Leverage the popularity and influence of a nationally recognized personality to **increase consumer trust and visibility**.
- Support the ongoing expansion of LOIRE's product portfolio in Nepal, covering cosmetics, skin care, hair care, and personal care categories.

Expected Impact

The Company anticipates that this collaboration will significantly contribute to:

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- **Enhanced market penetration** in the premium personal care segment in Nepal.
- **Multi-fold growth in sales and brand recall** as awareness initiatives are rolled out during FY 2025-26.
- Strengthening of LOIRE's positioning ahead of planned regional expansions into adjoining South Asian markets.

About Medicamen Organics Limited

Medicamen Organics Limited is engaged in the development, manufacturing, and marketing of pharmaceuticals, cosmetics, skin care, hair care, and personal care products across multiple geographies. Through its subsidiary Grande Etoile Pharmaceuticals Ltd., the Company is actively expanding its premium personal care brand **LOIRE** into international markets.