

SAT KARTAR LIFE LIMITED

(Formerly known as Sat Kartar Shopping Limited)



Date: 14.04.2026

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

SYMBOL: SATKARTAR
ISIN: INE0NB801022

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 related to Press Release

Dear Sir/Ma'am

Pursuant to Regulation 30 of the SEBI (Listing Obligations Disclosure Requirements) Regulations, 2015, please find enclosed a Press Release issued by the Company on “Strategic Collaboration with Jeena Sikho Lifecare Limited to Build a Technology-Enabled Ayurveda Healthcare Ecosystem”.

You are requested to kindly take the said information on your record and acknowledge it.

Thanking you,
Yours faithfully,
For Sat Kartar Life Limited
(Formerly known as Sat Kartar Shopping Limited)

Sonal Seth
Company Secretary & Compliance Officer
Membership No. F13949
Date: 14.04.2026
Place: New Delhi

Regd. Office: 603, 6th Floor, Mercantile House, KG Marg, New Delhi -110001
Tel No. +011-40550741, **website:** www.satkartar.in, **Email id:** info@satkartar.in
CIN: L52590DL2012PLC238241

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PRESS RELEASE

Jeena Sikho Lifecare and Sat Kartar Life Announce Strategic Collaboration to Build a Technology-Enabled Ayurveda Healthcare Ecosystem

Chandigarh / New Delhi | April 2026

In a significant step toward strengthening organised Ayurveda healthcare delivery in India, **Jeena Sikho Lifecare Limited (JSL)** and **Sat Kartar Life Limited (SKL)** have entered into a strategic Memorandum of Understanding aimed at integrating digital patient engagement capabilities with institutional Ayurveda treatment infrastructure.

The collaboration seeks to combine **JSL's growing network of Ayurveda hospitals and Panchakarma centres** with **SKL's powerful consumer health ecosystem, data analytics capabilities, artificial intelligence-driven patient acquisition systems and nationwide customer support infrastructure.**

Together, the two organisations aim to deepen engagement across the **entire patient care lifecycle — from awareness and consultation to treatment, recovery and long-term wellness management.**

Unlocking Synergies Across the Ayurveda Healthcare Value Chain

The collaboration is expected to create a powerful synergy between **technology-driven patient engagement and institutional treatment infrastructure**, enabling both organisations to unlock new growth opportunities.

By integrating SKL's digital engagement platforms with JSL's clinical infrastructure, the collaboration seeks to:

- Expand patient access to organised Ayurveda healthcare service
- Deepen engagement across the patient care lifecycle through integrated wellness services
- Increase repeat patient interactions and recurring treatment revenues
- Improve hospital capacity utilisation and operational efficiency

The model also aligns incentives between the two organisations by linking revenue sharing to successful patient outcomes rather than fixed service costs.

Strategic Benefits for Sat Kartar Life Limited

For **Sat Kartar Life Limited**, the collaboration represents an important step in expanding beyond consumer health products into **integrated healthcare services and institutional wellness infrastructure.**

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SKL's existing digital ecosystem, built over years of consumer engagement and supported by advanced data analytics and artificial intelligence systems, enables the company to identify patient needs and guide them toward appropriate healthcare services.

Because this infrastructure already exists, SKL is able to support patient acquisition and engagement **without significant incremental operational costs**, allowing the company to scale healthcare services efficiently while improving overall monetisation of its consumer ecosystem.

The collaboration also allows SKL to expand its presence in **Ayush-approved hospitals, wellness clinics and institutional healthcare services**, complementing its established consumer health portfolio.

As part of its healthcare expansion strategy, Sat Kartar Life Limited is evaluating the development of Ayush-approved hospitals and wellness centres across multiple regions, including South India, where the Company may leverage the clinical and operational expertise of Jeena Sikho Lifecare Limited under mutually agreed arrangements.

Strategic Benefits for Jeena Sikho Lifecare Limited

For **Jeena Sikho Lifecare Limited**, the collaboration strengthens its ability to access a large and continuously expanding consumer health ecosystem driven by digital engagement and analytics.

This integration is expected to:

- Improve patient acquisition efficiency
- Increase hospital utilisation rates
- Enhance recurring treatment revenue streams
- Strengthen long-term patient engagement through structured wellness programs

By aligning incentives around successful patient outcomes rather than fixed marketing costs, the collaboration also enables JSL to optimise patient acquisition economics while maintaining clinical independence.

Leadership Perspectives

Manish Acharya, Managing Director of **Jeena Sikho Lifecare Limited**, said:

“Organised Ayurveda healthcare is entering an exciting phase of growth where institutional treatment infrastructure must work seamlessly with technology-enabled patient engagement platforms. Our collaboration with Sat Kartar Life brings together strong clinical expertise and powerful digital reach, creating opportunities to improve patient accessibility, treatment outcomes and long-term wellness management.”

Manprit Singh Chadha, Promoter and COO of **Sat Kartar Life Limited**, added:

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“Sat Kartar Life has been building a technology-driven consumer health ecosystem powered by data intelligence, AI-enabled analytics and nationwide patient engagement capabilities. This collaboration marks an important step in our strategic expansion beyond consumer products into integrated healthcare services and wellness clinics. By combining our digital ecosystem with Jeena Sikho Lifecare’s institutional treatment infrastructure, we believe we can create a scalable Ayurveda healthcare platform capable of serving millions of patients across India.”

Strengthening India’s Ayurveda Healthcare Ecosystem

The collaboration reflects a broader industry trend toward **integration of digital health platforms with institutional treatment infrastructure**, which many experts believe will shape the next phase of growth for Ayurveda healthcare.

By combining technology-enabled patient engagement with structured clinical treatment systems, the two organisations aim to build a **more accessible, scalable and sustainable Ayurveda healthcare ecosystem**.

About Jeena Sikho Lifecare Limited

Jeena Sikho Lifecare Limited operates a growing network of Ayurveda hospitals and Panchakarma centres across India, providing structured treatment systems rooted in traditional Ayurveda practices and supported by trained medical professionals and standardized therapy protocols.

About Sat Kartar Life Limited

Sat Kartar Life Limited is a technology-driven Ayurveda healthcare company focused on consumer wellness products, digital health platforms, artificial intelligence-driven analytics and expanding institutional healthcare services. The company operates a rapidly growing ecosystem combining healthcare brands, digital engagement infrastructure and integrated wellness initiatives.

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