

January 27, 2026

To

The National Stock Exchange of India Limited  
Exchange Plaza  
Bandera Kurla Complex,  
Bandra (E), Mumbai - 400 051  
(SYMBOL: THYROCARE)

BSE Limited  
Phiroze Jeejeeboy Towers  
Dalal Street,  
Mumbai- 400 001  
(SCRIP CODE: 539871)

**Subject:** Press Release - Thyrocare Onboards Madhuri Dixit as the Brand Ambassador to Inspire Health and Well-being Across India

**Ref:** Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Please find enclosed herewith the Press Release titled "*Thyrocare Onboards Madhuri Dixit as the Brand Ambassador to Inspire Health and Well-being Across India*".

The same is also being made available on the Company's website <https://investor.thyrocare.com/>.

This is for your information and records.

Yours Faithfully,  
For **Thyrocare Technologies Limited**,



**Brijesh Kumar**  
Company Secretary and Compliance Officer  
Encl. as above

## **Thyrocare Onboards Madhuri Dixit as the Brand Ambassador to Inspire Health and Well-being Across India**

*Strengthening its commitment to a healthier India this Republic Day, with a focus on awareness, accessibility and holistic diagnostics*

**Mumbai, 27 January 2026:** Thyrocare Technologies Limited (“Thyrocare”; NSE: THYROCARE, BSE: 539871), India’s leading diagnostics disruptor, on the occasion of the 77th Republic Day, announced the legendary actor Madhuri Dixit as its brand ambassador.

The association reflects Thyrocare’s clear belief: preventive healthcare is not optional; it is essential. As India shifts from reactive treatment to proactive health management, Thyrocare is doubling down on its mission to make regular health monitoring affordable, accessible, and habitual for every Indian household.

For years, Thyrocare Technologies Limited has challenged the status quo by delivering high-quality diagnostics at scale, at prices that expand access rather than restrict it. Partnering with Madhuri Dixit, one of India’s most trusted and respected public figures, brings credibility, relatability, and cultural resonance to the conversation around early detection and routine testing.

Madhuri Dixit was chosen beyond celebrity value, for the trust she has earned over decades. Her discipline, consistency, and commitment to well-being mirror Thyrocare’s own philosophy: long-term health is built through small, regular actions, starting with knowing your numbers.

Commenting on the appointment, **Rahul Guha, Managing Director & CEO, Thyrocare and API Holdings**, said, *“At Thyrocare, we exist to remove barriers such as price, access and inconvenience that keep people away from timely diagnostics. Preventive healthcare is the single biggest lever to improve health outcomes in India. Madhuri Dixit brings unmatched trust and credibility, and together, we want to make routine health check-ups a non-negotiable part of Indian life.”*

Speaking on the association, Madhuri Dixit said, *“I strongly believe that taking charge of one’s health early makes all the difference. Thyrocare has built its reputation on quality, affordability, and putting patients first. I’m proud to partner with a brand that is focused on empowering people to prioritise regular health check-ups.”*

This appointment reinforces Thyrocare’s long-term commitment to building a prevention-first healthcare ecosystem, one where informed decisions, early detection, and accessible diagnostics drive better outcomes for millions of Indians.

### **About Thyrocare**

Thyrocare Technologies Limited (NSE: THYROCARE, BSE: 539871) is India's first and foremost advanced fully automated laboratory chain with a strong presence PAN India. Thyrocare focuses on providing quality and affordable diagnostic services to laboratories and hospitals. Many laboratories and hospital brands all over India use the comprehensive test profile menu offered by Thyrocare.



Tests you can trust

Thyrocare has an extensive network of laboratories across PAN India. Thyrocare has a quarterly active franchise count of 10,000+ and processed 53.3 mn+ diagnostic and screening investigations in Q2FY26.

Thyrocare is one of the first Indian diagnostic laboratories to obtain internationally renowned quality accreditations, including ISO 9001-2000 rating as early as 2001, which was upgraded to ISO 9001:2015 and National Accreditation Board for Testing and Calibration Laboratories (NABL) and College of American Pathologists (CAP) accreditations in 2005.

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