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VRL/SEC/NSE/92

March 25h, 2013

National Stock Exchange of India Ltd..
5th Floor , Exchange Plaza
Bandra (E), Mumbai- 400 051

Sub. : Venus launches its first OTC product 'Ezenus'

Dear Sir/Madam,

This is to inform you that Venus Remedies Limited has announced the launch of its first OTC product 'EZENUS', a stress reliever.

EZENUS is a unique medical nutrition product which is absolutely safe, zero calorie, non-addictive, herbal candy, with clinically proven anti-stress activity. It is world's first anti stress product launched in easy to use candy form even suitable for diabetic patients. It is highly safe in acute stress management such as exam stress in children and in chronic stress like in alcoholic and smoking population, without change in life style by continuous detoxification and strong antioxidant activity.

The product is a patent protected herbal, anti-stress formulation based on German Technology. It is a strong detoxifier candy free from side effects, with strong antioxidant, hepato-protective, and immune boosting activity which reduce stress without altering the physiological functions of the body.

EZENUS reduces more than 60% stress within 30 days without change in life style and significantly improves the quality of life in terms of physical, social, emotional and functional well- being. This breakthrough innovative product is suitable for all ages with safety established upto 10 times advised dose.

Ezenus is the outcome of continuous research, latest technology and thorough screening for safety and efficacy of more than 5 years.

With launch of 'EZENUS', a stress relieving candy, Venus is entering into the OTC segment for the first time. The company is hopeful that this novel research product 'EZENUS' will acquire 5% of the 100 million USD direct market of stress segment in India, other than lifestyle disorders, within 3 years of its launch.

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The Company has plans to make EZENUS available pan-India within this calendar year to contribute in the reduction of stress in society thereby helping people in bringing balance to life. The Company will use its existing network of 50,000 pharmacists to distribute this product on pan-India basis. Further, an aggressive promotional campaign will be undertaken for broadening its reach.

EZENUS will also be available for online purchase on its website wherein a toll free number would be available for customer queries.

Yours faithfully,
for VENUS REMEDIES LIMITED.

Ramanjit

Ramanjit Kaur
Deputy Manager
Corporate Communication

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