

Date: 28th May 2026

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

NSE Symbol: Madhavbaug

Sub: Intimation / Press Release regarding launch of "FoodRx" by Madhavbaug.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the enclosed press release issued by the Company titled "Food is the new prescription: Madhavbaug's FoodRx turns the Indian thali into medicine".

The press release inter alia highlights the launch of "FoodRx", a clinically designed food intervention system focused on high-protein and high-fibre traditional Indian nutrition aimed at preventive healthcare and management of lifestyle disorders such as diabetes, obesity and heart disease.

The disclosure is being submitted for the information of the Exchange and stakeholders.

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

For, **Vaidya Sane Ayurved Laboratories Limited**

Sapna Vaishnav

Company Secretary and Compliance Officer

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Food is the new prescription: Madhavbaug's FOODRX turns the Indian thali into medicine

After treating over **10 lakh patients for diabetes, heart disease and obesity**, **Dr. Rohit Sane bets on grandma's kitchen** to fight India's lifestyle disease crisis

There is a quiet revolution brewing — not in a laboratory, but in the Indian kitchen. Madhavbaug, the country's most recognized name in Ayurveda-integrated lifestyle care, has launched FoodRx — a clinically designed food intervention system that positions high-protein, high-fibre traditional Indian food as the frontline weapon against India's exploding lifestyle disease burden.

The timing is no accident. India today has over 10 crore diabetics, 5.8 crore heart disease patients, and an obesity epidemic that Prime Minister Modi himself flagged from the Red Fort. FoodRx answers one deceptively simple question: what if the cure was always on your plate?

A Legacy Born From Grief

To understand FoodRx, you must understand Dr. Rohit Madhav Sane. In 2004, he lost his father to a heart attack. Trained in modern medicine but unsatisfied with its limits, he turned to Ayurveda — not as an alternative, but as a complement. He founded Madhavbaug in 2006 in Khopoli, Maharashtra, as a tribute to his father, establishing the world's first Ayurveda-based cardiac rehabilitation centre.

Two decades later, that single clinic is now 350+ clinics and 4 hospitals across India, listed on the NSE. His belief — Ayurveda as first line of treatment, not last resort — has gone from fringe idea to clinical institution.

10 Lakh Patients. One Irreplaceable Dataset.

The number Dr. Sane carries into the FoodRx launch is not marketing. It is the weight of lives transformed. Over 18 years, Madhavbaug has treated more than 10 lakh patients with lifestyle disorders — arguably India's largest real-world clinical dataset on metabolic disease reversal. This clinical depth is what separates FoodRx from every other "health food" play in the market. It is not built on aspiration. It is built on data from millions of patient interactions — on what actually works, what Indians will actually eat, and what the Indian body actually responds to.

The FoodRx Formula

FoodRx is built on three clinically validated pillars.

High Protein, From The Indian Pantry. Moong dal, horsegram, urad, sprouted legumes, sattu, paneer — foods that Ayurveda prescribed centuries ago — are now backed by evidence showing their role in reducing insulin resistance and preserving lean muscle mass.

High Fibre, The Forgotten Healer. Millets, oats, pulses, — the fibre that modern diets have stripped away — are at the core of FoodRx protocols, proven to reduce HbA1c levels and improve lipid profiles.

Traditional Format that's get ready in 10 mins — Because Compliance Is The Real Medicine. This is where FoodRx is most intelligent. It is not a protein shake or a quinoa bowl. It is upma, dhokla, chilla,

dosa FoodRx speaks the language of the Indian taste — making therapeutic nutrition sustainable, not sacrificial.

Prevention As The New Paradigm

FoodRx is positioned not for the sick, but for the millions on the cusp — the pre-diabetic, the borderline hypertensive, the urban professional headed for metabolic crisis. In a pill-first healthcare system that meets patients too late, FoodRx interrupts the arc before it becomes irreversible.

For a country where every second person over 40 is at metabolic risk, FoodRx is not just a product launch. It is a public health argument — and Dr. Rohit Sane has 10 lakh patients worth of evidence to make it.

"We have been reversing diseases for 25 years. FoodRx is our effort to ensure fewer people need reversal in the first place." — Dr. Rohit Madhav Sane, Founder & MD, Madhavbaug