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

June 4, 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 Strategic Expansion into Beauty and Personal Care Segment

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Press Release titled - **"Medicamen Organics Limited Announces Strategic Expansion into Beauty and Personal Care Segment".**

A copy of the same will also be uploaded on the Company's website www.medicamenorganics.com.

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
Digitally signed by Ashutosh Gupta
Date: 2025.06.04 15:05:20 +05'30'

Ashutosh Gupta
Whole-time Director
DIN: 00039995

Place: New Delhi

Encl.: Press Release

Medicamen Organics Limited Announces Strategic Expansion into Beauty and Personal Care Segment

[Delhi, INDIA] - [04.06.2025] - Medicamen Organics Limited, is pleased to announce its formal entry into the **cosmetics and personal care industry**, through its subsidiary GRANDE ETIOLE PHARMACEUTICALS LIMITED, marking a significant milestone in its long-term growth and diversification strategy.

This strategic expansion will include the development and commercialization of a **comprehensive portfolio of beauty and personal care products** under a new vertical. The range will encompass **skincare, hair care, intimate hygiene, and color cosmetics**, designed to address the evolving needs of modern consumers while capitalizing on the global demand for **clean, inclusive, and performance-driven** beauty products.

Strategic Rationale for Entry into the Beauty Segment

The global beauty and personal care market, valued at over USD 500 billion and projected to exceed USD 700 billion by 2028*, presents a compelling opportunity for long-term, sustainable revenue generation. Medicamen Organics Limited has identified significant market potential in:

- Rising consumer preference for **natural, science-backed, and ethically produced** beauty products
- Increasing demand across Tier I and II cities for **gender-neutral and inclusive personal care**
- The convergence of beauty, wellness, and lifestyle, offering cross-category synergies

> “This move aligns with our vision to become a future-forward consumer brand, diversified across high-growth verticals,” said Mr. Ashutosh Gupta, whole time Director, Medicamen Organics Limited. “By entering the beauty and personal care category, we aim to deliver innovative, sustainable products that resonate with conscious, global-minded consumers—while generating long-term value for our stakeholders.”

All products will adhere to **international quality standards** and be:

- **Cruelty-free**
- **Free from harmful chemicals like parabens, phthalates, sulfates**

Investment & Operational Planning

The initial investment for strategic partnership with existing Brand, production infrastructure upgradation of outsource facilities, talent acquisition, and brand launch is projected at **INR 3 Crores**, to be funded through a mix of internal accruals and strategic financing. Key initiatives include:

- **Strategic alliance in existing Brand**
- **Outsourcing manufacturing to GMP-certified facilities**
- **Hiring senior leadership and experts from the FMCG and beauty industry**
- **Developing an Omni channel go-to-market strategy with digital-first rollout**

The company has already made commercial launch of its first product line in **Q [_1_], FY 2025-26**, followed by phased national and international rollout.

Trial Launch made in NEPAL.

Forward Guidance & Outlook

This expansion is expected to contribute meaningfully to topline growth over the next 24–36 months, with the consistent growth thereafter. The company anticipates strong margin potential in the beauty segment, supported by premium positioning, digital efficiencies, and operational scalability.

Medicamen Organics Limited will provide further updates through quarterly disclosures and investor briefings as the new vertical progresses toward launch and revenue generation.

About Medicamen Organics Limited

Medicamen Organics Limited *is a recognized and established entity in the pharmaceutical manufacturing sector, specializing in the development, production, and distribution of a comprehensive portfolio of pharmaceutical dosage forms. The company's product range includes* ***Tablets, Capsules, Oral Liquids, Ointments, Gels, Syrups, Suspensions, and Dry Powders****, catering to a broad spectrum of therapeutic categories.*

The company operates primarily on a ***B2B contract and third-party manufacturing model****, serving a diversified clientele comprising both* ***state and central government institutions****, public sector undertakings, and private pharmaceutical marketing companies. Medicamen Organics actively participates in* ***government procurement programs and institutional***

***tenders**, supplying to government hospitals, healthcare departments, and armed forces across various regions.*

*Medicamen Organics Limited owns and operates **two WHO-GMP certified manufacturing facilities** located in **Haridwar, Uttarakhand**, encompassing a total built-up area of **21,536 sq. ft.** These facilities are equipped with advanced infrastructure, including **state-of-the-art in-house quality control and analytical laboratories**, ensuring adherence to international standards of pharmaceutical manufacturing and regulatory compliance. The production operations are supported by a **highly qualified and experienced technical workforce**, enabling efficient process execution and consistent product quality.*

*As part of its strategic global expansion plan, Medicamen Organics has extended its market footprint beyond the domestic landscape. The company's products are currently being exported to multiple countries across **Africa, the CIS region, and Southeast Asia**, including but not limited to **Congo, Benin, Cameg, Togo, Senegal, Burkina Faso, the Philippines, Myanmar, Mozambique, Kyrgyzstan, and Kenya**. The company continues to strengthen its international presence through partnerships with global marketing companies and participation in international tenders.*

*Medicamen Organics remains focused on leveraging its robust manufacturing capabilities, regulatory accreditations, and domain expertise to expand into **new therapeutic segments and untapped international markets**, thereby driving sustainable long-term growth and enhancing stakeholder value.*

And is now expanding into the beauty and personal care category through its subsidiary GRANDE ETIOLE PHARMACEUTICALS LIMITED.to unlock new growth opportunities and drive shareholder value.