



VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

Date: - 24/04/2017

To,
BSE Limited
The Corporate Relationship Department
P.J. Towers, 1st Floor,
Dalal Street,
Mumbai – 400 001.

Sub: **Press Release for launch of its Direct Selling Venture Best Naturals.**

Ref:-Viaan Industries Limited (BSE Scrip Code:- 537524).

Dear Sir/Madam,

We hereby enclose “Press release” for successfully launch of its Direct Selling Venture Best Naturals – Exclusively produced 100% safe Ayurvedic products approved by Ministry of Ayush.

Kindly take the note of the same.

Thanking you,

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For **Viaan Industries Limited**

Mr. Darshit Shah ★
(CFO/ Executive Director)
DIN No. 06614591



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Media Release

Viaan Industries Ltd successfully launches its Direct Selling Venture Best Naturals – Exclusively produced 100% safe Ayurvedic products approved by Ministry of Ayush

Mumbai, April, 24th 2017: Viaan Industries Ltd, a popular licensing, entertainment & wellness Company promoted by leading entrepreneur Raj Kundra and celebrity Shilpa Shetty Kundra launched its Direct Selling Venture - **Best Naturals** at a Yoga & Wellness event in SMS Investment Ground, Jaipur on April 22 - 23.

The launch, which was also Ms. Shilpa Shetty Kundra's first ever Yoga and Wellness weekend camp was a resounding success with 1000's of people attending the inaugural event. Some prominent names from Jaipur were present at the event with their families practicing yoga. Mrs Kundra's Yoga Guru Eknath (Gold Medalist from Bihar Yoga School) was also present at the venue to conduct the Yoga class with Shilpa.

Best Naturals is an exclusive range of 100% safe Ayurvedic products bringing together the best of Astrology and Ayurveda for overall wellbeing. The products address modern health and lifestyle issues including Diabetes Control, Joint Pain, Weight Management, Hair Growth Management, Immunity & Natural Sugar Replacement. The Ministry of Ayush has approved all products in the Best Naturals Range.

"My first yoga camp in Jaipur begins with a 5 am Yoga class." – Ms Shilpa Shetty Kundra, Chairperson, Viaan Industries Ltd.

"Viaan Industries is proud to announce the launch of its direct selling venture – Best Naturals in Jaipur with a Yoga Camp by Ms. Shilpa Shetty Kundra" – Mr. Raj Kundra, MD, Viaan Industries Ltd.

About Ministry of Ayush

The Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy, abbreviated as AYUSH, is a governmental body in India purposed with developing, education and research in ayurveda (Indian traditional medicine), yoga, naturopathy, unani, siddha, homoeopathy and other Indigenous Medicine systems.





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The department was created in March 1995 as the Department of Indian Systems of Medicine and Homoeopathy (ISM&H). AYUSH received its current name in March 2003. That time it was operated under the Ministry of Health and Family Welfare.

The Ministry of AYUSH was formed with effect from 9 November 2014 by elevation of the Department of AYUSH. The Bharatiya Janata Party, in its election manifesto, said it would increase public investment to promote AYUSH and start Integrated Courses for Indian system of Medicines and Modern Medicine. Ayush is also a common Hindu given name, derived from Sanskrit, meaning "life"

For More information Visit: <http://ayush.gov.in>

About Viaan Industries Ltd

Viaan Industries Ltd was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment (Gaming, Licensing, Animation), Health & Wellness. Viaan has launched many products across fast growing business segments of Entertainment and Wellness. Both these sectors are spearheaded by Raj and Shilpa Shetty Kundra who have vast experience and knowledge across these segments.

Our Vision is to drive a lifestyle change in masses through our health, entertainment & technology offerings. Our unique business offerings enable the stakeholders, distributors, customers to be a part of the Indian Growth story.

For more information on Viaan Industries, please visit: www.v-ind.com

For any further information, please contact:

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