

To,
Listing Department,
BSE Limited
P.J. Towers, Dalal Street,
Mumbai – 400001

10.12.2020

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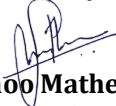
Dear Sir,

Please find the enclosed Press Release with respect to tie-up of Tiaan Ayurvedic & Herbs Limited with Smart Vision for sale of its products on Amazon & Flipkart

Kindly take the information on records.

Thanking You,

For Tiaan Ayurvedic & Herbs Limited


Shanoo Mathew
Company Secretary





Tiaan Ayurvedic & Herbs Limited announces its tie-up with Smart Vision for sale of its products on Amazon & Flipkart

Tiaan Ayurvedic & Herbs Limited has entered into a tie-up with Smart Vision for online sale of its products on Amazon and Flipkart, thus entering the retail market segment to address consumer needs. 'TIAAN' as a brand is focused on expanding its reach on pan-India basis as well as to overseas customers. Through this collaboration, Tiaan Ayurvedic & Herbs Limited's entire range of personal care products will become readily available to millions of customers across India through the online platforms of Amazon and Flipkart. The company is hereby strengthening and expanding the brand's reach whilst on its course to cater to global customers in time to come.

Talking about this collaboration, Mr. Anuraag K. Poojary, Director (Marketing) of Tiaan Ayurvedic & Herbs Limited said, "We are excited about our partnership and this move will help the Company to reach new heights and also to set new targets in days to come. Our aim is to be one of the leading and trusted brands in Ayurvedic and Herbal Personal Care Products segment in India. We are strong believers in the Vocal for Local initiative of Government of India and Shri Narendra Modi's vision of Atma-nirbhar Bharat. Our products are Made in India and the raw materials are also sourced naturally in India."

Mr. Rahil, owner of Smart Vision expressed his excitement about the new collaboration. He said "We are delighted to partner with TIAAN in this new journey of providing 100% Natural and Herbal Personal Care Products through E-commerce giants Amazon and Flipkart. With awareness about Natural products usage among the current generation and the alertness created due COVID-19 pandemic, we will be able to cater to customer demand through Amazon and Flipkart for TIAAN. We are confident that this will enhance the customer base for Tiaan Ayurvedic & Herbs Limited exponentially."

About Smart Vision

Smart Vision is primarily in the business of distribution of various products online. They are registered as a dealer on Amazon and Flipkart to sell products on these E-commerce portals. They undertake active marketing and advertising campaigns on behalf of the sellers to ensure good product off-take on both Amazon and Flipkart.

About Tiaan Ayurvedic & Herbs Limited

Tiaan Ayurvedic & Herbs Limited is a BSE listed company (Scrip Code: 540108) engaged in the business of selling 100% Natural and Ayurvedic Personal Care Products such as Face Washes, Face Creams, Face Gels, Face Scrubs, Shampoos, Body Washes, Body Lotions, Handmade Soaps, Hand Sanitisers, Essential Aromatic Oils, Hair Serums and Hair Setting Gels. TIAAN is gradually expanding its footprint with five verticals pan-India with its commitment to support humanity in its endeavour to stay healthy in a natural way.