

REF:MGEL/CS/SE/2025-26/08

Date: May 27, 2025

To, Listing Compliance Department, National Stock Exchange of India Limited Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra, Mumbai-400 051, Maharashtra. NSE Symbol : MGEL (EQ)	To, Direct Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001 Scrip Code: 544273
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ISIN: INE0APB01032

SUBJECT: DISCLOSURE UNDER REGULATION 30 OF SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015 – ANNOUNCEMENT FOR LAUNCHING OF 31 STOCK KEEPING UNITS (SKU).

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), we hereby pleased to announce that the Company is hereby launching following “**31 (THIRTY-ONE) STOCK KEEPING UNITS (SKU)**” in addition to the existing Stock Keeping Units in Business to Consumer (B to C) segment: -

DETAILS OF THE STOCK KEEPING UNITS (SKU) ARE AS UNDER: -

NAMES OF THE SKU'S/PRODUCT'S	NUMBERS OF SKU AVAILABLE IN PACKING OF
VEGAN OMEGA 3 6 9 CAPSULES	2 SKU-Blister and Jar
EVENING PRIMROSE OIL SOFT VEGAN CAPSULES	2 SKU-Blister and Jar
CASTOR OIL SOFT VEGAN CAPSULES	2 SKU-Blister and Jar
GARLIC OIL SOFT VEGAN CAPSULES	2 SKU-Blister and Jar
IMMUNITY BOOSTER SOFT VEGAN CAPSULES	2 SKU-Blister and Jar
COLD PRESSED YELLOW MUSTARD OIL	5 SKU-Available in Bottles Packing of 60ml, 100ml, 250ml, 500ml, 1000ml
COLD PRESSED EXTRA VIRGIN COCONUT OIL	5 SKU-Available in Bottles Packing of 60ml, 100ml, 250ml, 500ml, 1000ml
COLD PRESSED BLACK SESAME OIL	5 SKU-Available in Bottles Packing of 60ml, 100ml, 250ml, 500ml, 1000ml
COLD PRESSED PISTACHIO OIL	2 SKU- Available in Bottles Packing of 60ml, 100ml
COLD PRESSED ALMOND OIL	2 SKU- Available in Bottles Packing of 60ml, 100ml
COLD PRESSED WALNUT OIL	2 SKU- Available in Bottles Packing of 60ml, 100ml
TOTAL SKU's ARE LAUNCHING	31 STOCK KEEPING UNITS

Mangalam Global Enterprise Limited

CIN: L24224GJ2010PLC062434

Regd. Office: 101, Mangalam Corporate House, 42, Shrimali Society, Netaji Marg, Mithakhali, Navrangpura, Ahmedabd-380009, Gujarat (INDIA)
Tel: +91 79 61615000 (10 Lines) E mail: cs@groupmangalam.com; Website: www.groupmangalam.com;



GENERAL DETAILS OF THE ABOVE SKU'S ARE AS UNDER:

Sr. No.	Particulars	Details
1.	Date of Launch	May 27, 2025
2.	Category of the Product	Personal Care
3.	Whether caters to domestic/ international market	Domestic Market
4.	Name of Countries in which the product is launched (in case of international)	Not Applicable

We have also enclosed summary of Business Scope and other relevant information in Annexure-A.

Kindly take this on your record.

Thanking You,
Yours Faithfully,

For, Mangalam Global Enterprise Limited

Karansingh I. Karki
Company Secretary & Compliance Officer
Membership No. A30021



Enclosed: As stated above

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ANNEXURE-1

COMPANY PROFILE

Mangalam Global Enterprise Limited, headquartered in Ahmedabad and a proud member of the esteemed Mangalam Group, has consistently built its reputation on quality, innovation, and trust. Under the visionary leadership of Mr. Vipin Prakash Mangal, the company—historically recognized for its excellence in sectors such as castor oil and cotton—is now strategically adding its portfolio with new products. In a decisive move toward the wellness space, the company is launching an entirely new range of clean, plant-based nutritional products.

SCOPE OF BUSINESS

The new product portfolio is centered on tapping into the evolving consumer demand for transparent, sustainable, and high-quality wellness solutions. The key offerings are:

- **Vegan Soft Gels:** Offered as gelatin-free, plant-based capsules, our soft gels are specifically formulated to support various aspects of health—including cardiovascular, neurological, immune, and overall wellness. These products cater to consumers who prioritize ethical, animal-free nutritional alternatives.
- **Nutra Oils:** Our range of cold-pressed, high-potency oils, such as those derived from pistachio, walnut, and other nutrient-rich sources, delivers a natural blend of omega acids, monounsaturated (MUFA) and polyunsaturated fatty acids (PUFA). These oils provide functional, bioavailable nutrients, effectively addressing the deficiencies common in modern lifestyles.

MARKET STRATEGY & GROWTH FOCUS

Our market entry strategy is both phased and consumer-centric, targeting India's burgeoning nutraceutical retail sector across online and offline channels. The strategy includes:

- **Target Markets:** Focusing initially on urban centers and Tier-1 cities such as Mumbai, Delhi NCR, Bangalore, Pune, Hyderabad, and Ahmedabad, where awareness about plant-based wellness products is high.
- **Distribution Channels:** Leveraging a mix of e-commerce platforms, dedicated wellness marketplaces, and our own direct-to-consumer website (www.neateveryday.com), alongside partnerships with specialty health stores, organic retailers, and pharmacy chains that uphold clean-label and plant-based values.
- **Future Expansion Plans:** As the brand establishes its presence, we aim to broaden the product range further by developing condition-specific formulations (targeting areas such as skin, joint, and brain health) and intensifying investments in customer education and content-led brand building. Clean and transparent labelling coupled with rigorous quality assurance will be key to sustaining consumer trust.



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GLOBAL EXPORT OPPORTUNITY

Recognizing global market trends, Mangalam Global Enterprise Limited is also poised to tap into emerging international demand for plant-based supplements. Markets in Europe, the United States, and Southeast Asia—specifically in countries such as Germany, the Netherlands, Canada, Australia, and the UAE—are experiencing a significant upswing in demand for vegan supplements and sustainable soft gels. With robust manufacturing capabilities and compliance with international quality standards, the company is strategically positioning itself to form key partnerships with distributors, wellness brands, and white-label partners while leveraging global e-commerce channels.

DERIVATIVE PRODUCTS & MARGINS

In addition to our primary offerings, there is increasing consumer interest in clean-label derivative products. Innovations such as Omega-3-6-9 supplements from flaxseed, hormone-balancing oils (e.g., evening primrose), and adaptogenic nutra blends promise to offer enhanced margins and significant brand differentiation. These value-added products are expected to drive higher consumer loyalty and support robust financial performance in the long term.

CONCLUSION

Mangalam Global Enterprise Limited reaffirms its commitment to delivering high-quality, innovative, and sustainable wellness solutions. The launch of our new range of vegan soft gels and nutra oils marks a significant step forward in our strategic diversification. We invite our investors and stakeholders to join us in this exciting journey as we lead the transition towards a healthier, plant-based future.



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