November 16, 2026

To,

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051

Symbol: MEDIASSIST

Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Scrip Code: 544088

Subject: **Press Release**

Ref: **Our intimation dated November 04, 2026**

Dear Sir/ Madam,

Please find enclosed herewith the Press Release of the Company titled:

"Medi Assist appoints Aruna Vaidyanathan as Chief Growth & Culture Officer as it consolidates its TPA leadership and expands its platform and international businesses"

Kindly take the same on record.

Yours faithfully,
For Medi Assist Healthcare Services Limited

BHIGANAHALLI VASUDEV RASHMI
Digitally signed by BHIGANAHALLI VASUDEV RASHMI
Date: 2026.11.16 11:02:03 +05'30'

Rashmi B V
Company Secretary & Compliance Officer
ICSI Membership No: A38729

***Encl**: As Above*

Medi Assist appoints Aruna Vaidyanathan as Chief Growth & Culture Officer as it consolidates its TPA leadership and expands its platform and international businesses

Former TCS Global Head of Growth Marketing to build a unified go-to-market engine and one culture as Medi Assist becomes a single partner for payers

16 November 2026, Bengaluru, India – Medi Assist Healthcare Services Limited, appointed Aruna Vaidyanathan as its Chief Growth & Culture Officer. Based in Bengaluru, Ms. Vaidyanathan will report to the Chief Executive Officer.

Medi Assist is fast emerging as a one-stop solution provider for payers. Its subsidiary Medi Assist Insurance TPA, is India's largest third party administrator. It licenses its technology platform to payers across the world, and, through another subsidiary Mayfair We Care, it administers international health benefits across 185 countries.

Ms. Vaidyanathan will lead go-to-market and marketing initiatives that enhance the company's leadership in India, and scale newer, high-growth businesses like technology platforms and international markets. She will develop an identity for each business under one trusted brand, so insurers can work with Medi Assist in one, two, or all three ways.

Culture is central to that growth. Medi Assist's promise is technology that removes friction, and the human touch for the moments that need empathy. As the company brings together teams across acquisitions and countries, Ms. Vaidyanathan will build one culture that keeps that promise for every stakeholder.

"Our clients increasingly want one partner for administration, technology and international cover," said ***Satish Gidugu, Whole-Time Director and CEO, Medi Assist****. "Aruna has built global enterprise brands and knows how to tell a complex story simply. Just as important, she will lead our culture, with a view to aligning the way our people think and work with our promise to the market. Growth and culture belong together, and we are delighted to welcome her."*

"Medi Assist combines 25 years of trust with employers and insurers, technology built for the whole health insurance ecosystem, and a growing international business," ***said Aruna Vaidyanathan****. "My priority is to give each of our businesses a clear voice and room to grow, under one brand our clients trust, and to make sure every colleague sees their part in delivering it."*

Ms. Vaidyanathan brings more than three decades of experience in marketing, media and corporate communications across regions. She joins Medi Assist from Tata Consultancy Services (TCS), India's premier IT services company. There she was Global Head of Growth Marketing and supported strategic initiatives within the Office of the CEO.

Throughout her career, Ms. Vaidyanathan has directed strategic messaging, corporate branding and thought leadership. She has also led growth campaigns, strategic partnerships, marketing technology, content marketing, market research and internal change management programmes.

She began her career as a business journalist with publications like *The Economic Times*, reporting, writing and editing on financial markets, companies and technology.

As Chief Growth & Culture Officer, Ms. Vaidyanathan will work with the executive and functional leadership to advance Medi Assist's growth strategy across the Indian and International health benefits administration, and the technology platforms businesses. Her remit covers brand, market messaging, stakeholder communications and a marketing programme that spans all three businesses.

Brand credibility depends on a culture that delivers the brand promise. Ms. Vaidyanathan will therefore bring departments and geographies together to build a culture that supports Medi Assist's strategic objectives.

About Medi Assist Healthcare Services Limited ('Medi Assist')

Medi Assist provides health benefits administration services and technology platforms to the health insurance ecosystem. In India, through its wholly owned subsidiary Medi Assist Insurance TPA Private Limited, the company acts as a facilitator between (a) insurance companies and policyholders, (b) insurance companies and healthcare providers, and (c) government bodies and scheme beneficiaries. Its technology platforms - MAtrix, MAgnum and MAven – are licensed by insurers in India and overseas. Through Mayfair We Care Limited, the Company provides international health benefits administration across 185 countries.

Medi Assist is listed on the National Stock Exchange of India Limited (NSE) and BSE Limited (BSE).

Safe harbor / disclaimer

This document contains forward-looking statements based on management's current expectations, which involve risks and uncertainties. Actual results may differ materially. The Company undertakes no obligation to publicly update forward-looking statements.

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