



02nd August, 2025

To,
Listing Compliances
BSE Ltd,
P. J. Towers,
Fort, Mumbai 400001.

Scrip Code: 542667

Subject: Investor Presentation.

Ref: Regulation 30 of SEBI (Listing Obligation of Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the above-mentioned subject, please find enclosed herewith the Investor Presentation of the Company.

The said presentation is also being uploaded on the Company's website at <https://divaorganic.living/wp-content/uploads/2025/08/250731-DOLL-Investor-Presentation.pdf> for the information of stakeholders.

Kindly take the above cited information on your record.

Thanking you,

For, **DIVA ORGANIC LIVING LIMITED**

SYAMDAS S.
MANAGING DIRECTOR
DIN:10648580





Diva Organic Living Ltd

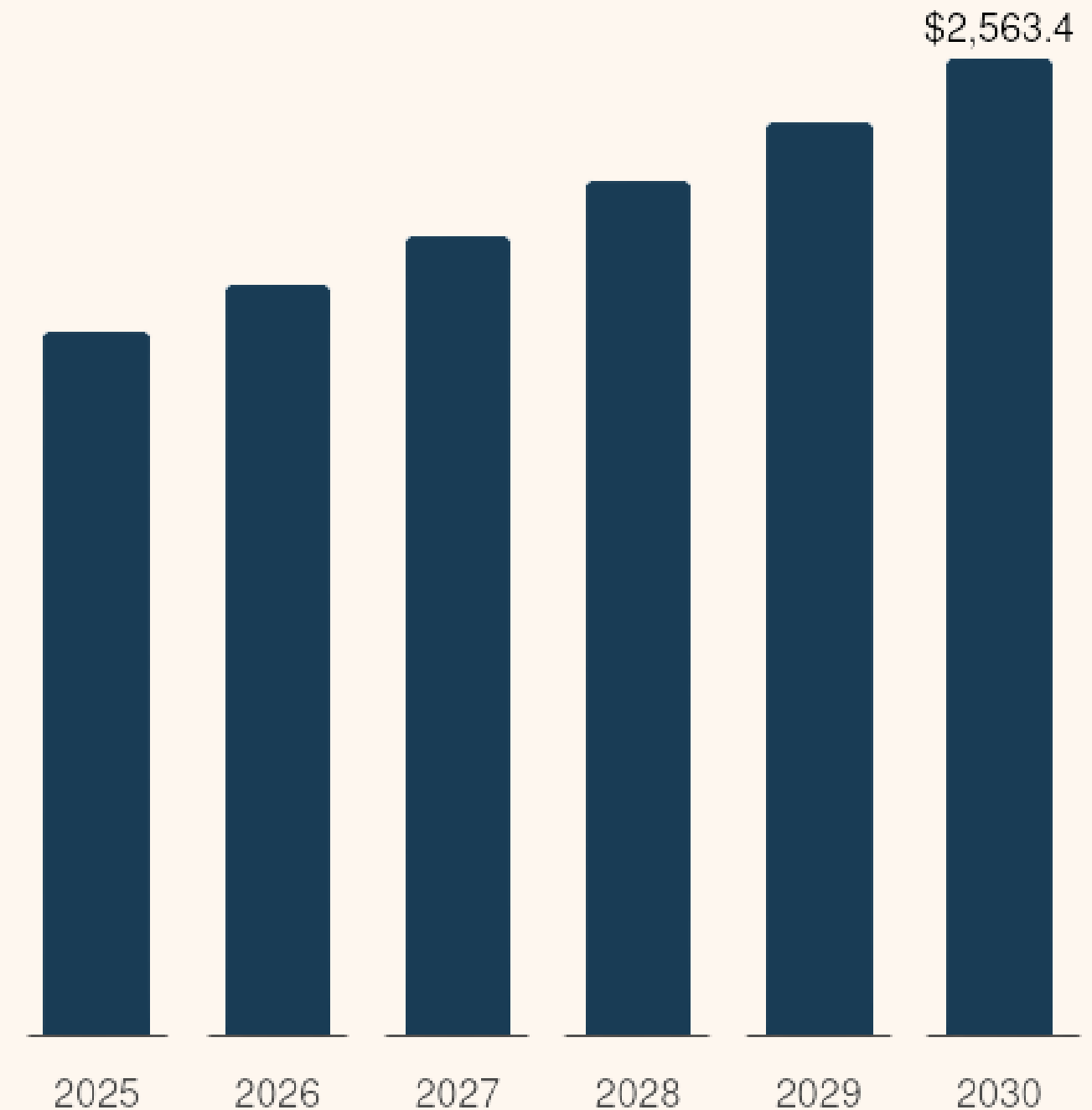


diva organic living limited
live the organic life

Company Deck

The Opportunity

- India's wellness market is projected to cross \$70 billion by 2025 (IMARC)
- No integrated platform today serves holistic wellness for Indian women
- There is a rising demand amongst Indian women, across mind, body, nutrition, skincare, fitness, and experiential travel



India corporate wellness market, 2025-2030

What We're Building

A full-stack wellness platform combining:

- Deep vertical integration
- Trusted, purpose-led brands
- A highly engaged female-first community
- Built for India's Gen Z and Millennial women who value authenticity, wellness, and conscious living.

Market Tailwinds

Women account for over 70% of global wellness spending, making them the primary drivers of industry growth.

Across categories, there is a clear shift toward clean beauty, functional nutrition, and experience-first wellness offerings.

At the same time, a new generation of consumers is gravitating toward brands that are culturally resonant, purpose-driven, and aligned with their values, creating a powerful tailwind for differentiated, women-centric wellness platforms.



Our Brands



Brand: Diva Yoga
Category: Mind & Body Wellness
Status: Live
Highlights: 7,000+ members, NPS 82



Brand: Flook
Category: Gen Z Nutrition & Food
Status: Launching Aug '25
Highlights: Mumbai, Pune, Goa launch planned



Brand: Diva Fit
Category: Fitness Apparel
Status: Launching Oct '25
Highlights: Product development underway



Brand: Diva Veda
Category: Ayurvedic Skincare
Status: Live in Kerala
Highlights: 14 SKUs, clean beauty



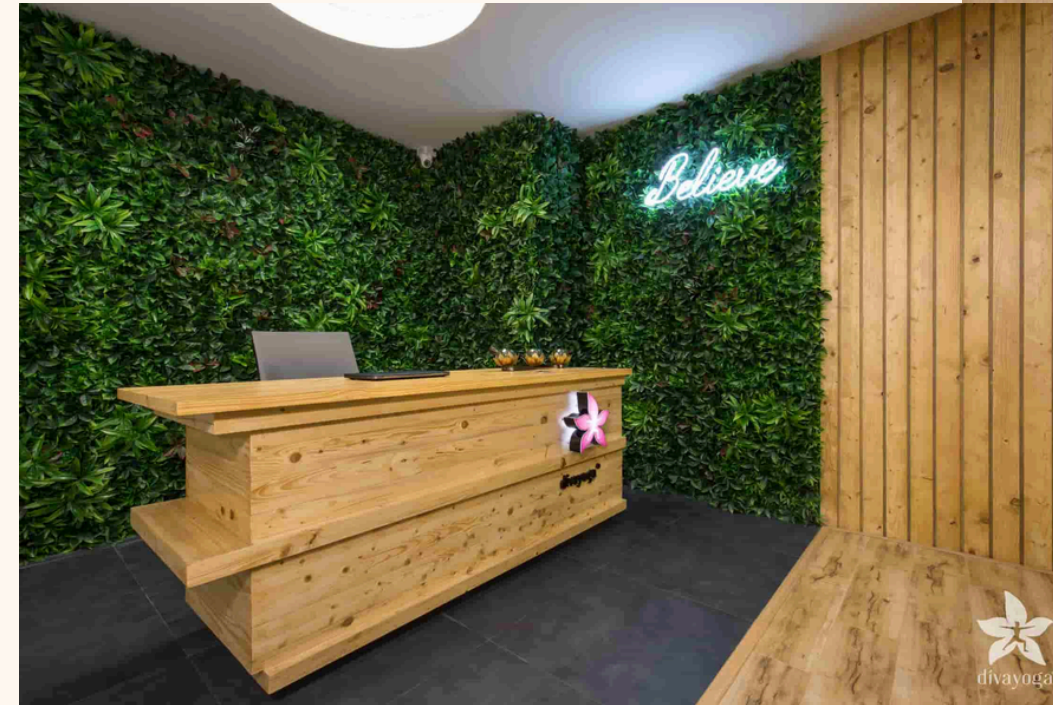
Brand: Aranyani Living
Category: Wellness Hospitality
Status: 2 out of 3 Goa properties live
Highlights: Immersive wellness retreats



Brand: HerNest Living
Category: Hospitality
Status: Live
Highlights: Female Focused



Diva Yoga is a premium yoga and wellness lifestyle brand focused on women, co-founded by Malaika Arora and Sarvesh Shashi. It offers 25 distinct forms of yoga alongside Zumba, functional training, and nutritional support.



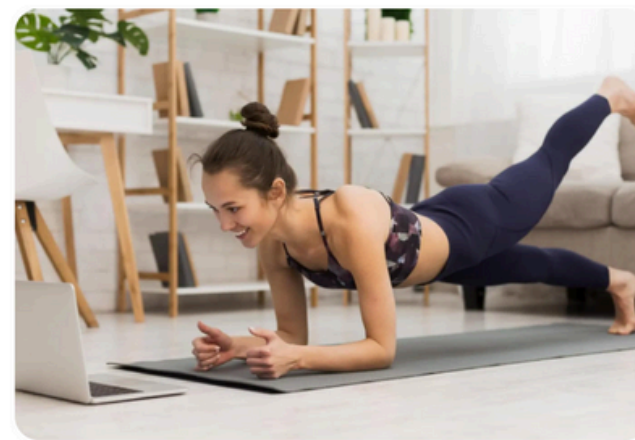
Over 8 studios across
Mumbai and Chennai

Enroll in Diva's Virtual Yoga group LIVE classes

LIVE Yoga classes

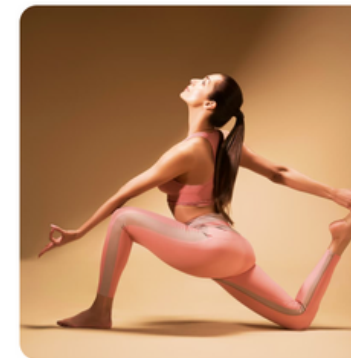
Stay fit and healthy with Yoga. Anytime, Anywhere. Bringing group live classes to you.

START MY WELLNESS JOURNEY



With its emotionally resonant, community-first positioning and refined design identity, Diva Yoga is redefining how Indian women connect with their inner power.

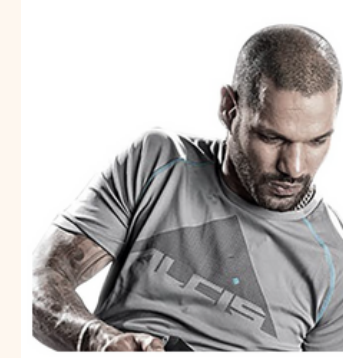
Hear it from our diverse community of yogis



"I have for long been zealously practicing yoga and experience the dynamics of its inner energy and mental equipoise. I am happy to look beyond and invest in it, becoming a part of the overall company that comes with a vision of connecting seven billion breaths globally, using the finesse and a hi-tech approach."

Malaika Arora

Hear it from our diverse community of yogis



"SARVA is doing great work towards empowering people with tools to lead better lives and I am thrilled to join their mission of connecting seven billion breaths. My personal journey with fitness and wellness began when I entered the world of cricket. I have first-hand benefitted from yoga, be it while recovering from an injury, getting back into shape, building stamina or staying focussed before a game."

Shikhar Dhawan

Over 100,000+ yogis improved their physical and mental health with us

From incorporating mindfulness in the classroom to having virtual yoga practice with friends around the world, tune in to see how our community uses DivaYoga.

Through its digital platform, Diva LIVE, the brand conducts 12+ live virtual classes daily, engaging a vibrant community of over 100,000 members. Built around 12 wellness pillars, Diva Yoga combines mindful living, expert coaching, and holistic growth.

"I joined DivaYoga and I have trained under Aditi Sadh Ma'am from October 2021. She is Fabulous and Awesome Coach I ever seen... I am grateful for every yoga session under your supervision.... I am working on my fitness and hope to achieve my Goal."

Soma

"Thanks so much Aditi Ma'am for the humane service being done by you in taking our yoga classes. It has been wonderful to be a part of the sessions and the world of benefits occurring to us through you. Personally I never thought I can do so many asanas today and that is all thanks to you."

Ramesh Venkatesan



DIVA FIT



DivaFit is a premium activewear brand designed for the modern Indian woman — blending functionality, flattering design, and all-day comfort.

Our launch collection features versatile, performance-driven essentials crafted from high-quality, breathable fabrics in inclusive sizing (XS–4XL).

DivaFit addresses a growing demand for stylish, size-inclusive activewear in India. Built at the intersection of wellness and fashion, DivaFit is poised to become a lifestyle staple in the evolving women's wear market

divaveda

Diva Veda is a modern Ayurvedic skincare brand rooted in timeless wellness traditions.

Developed in Kerala, our formulations blend ancient science with clean, conscious beauty principles to create effective, high-integrity products.

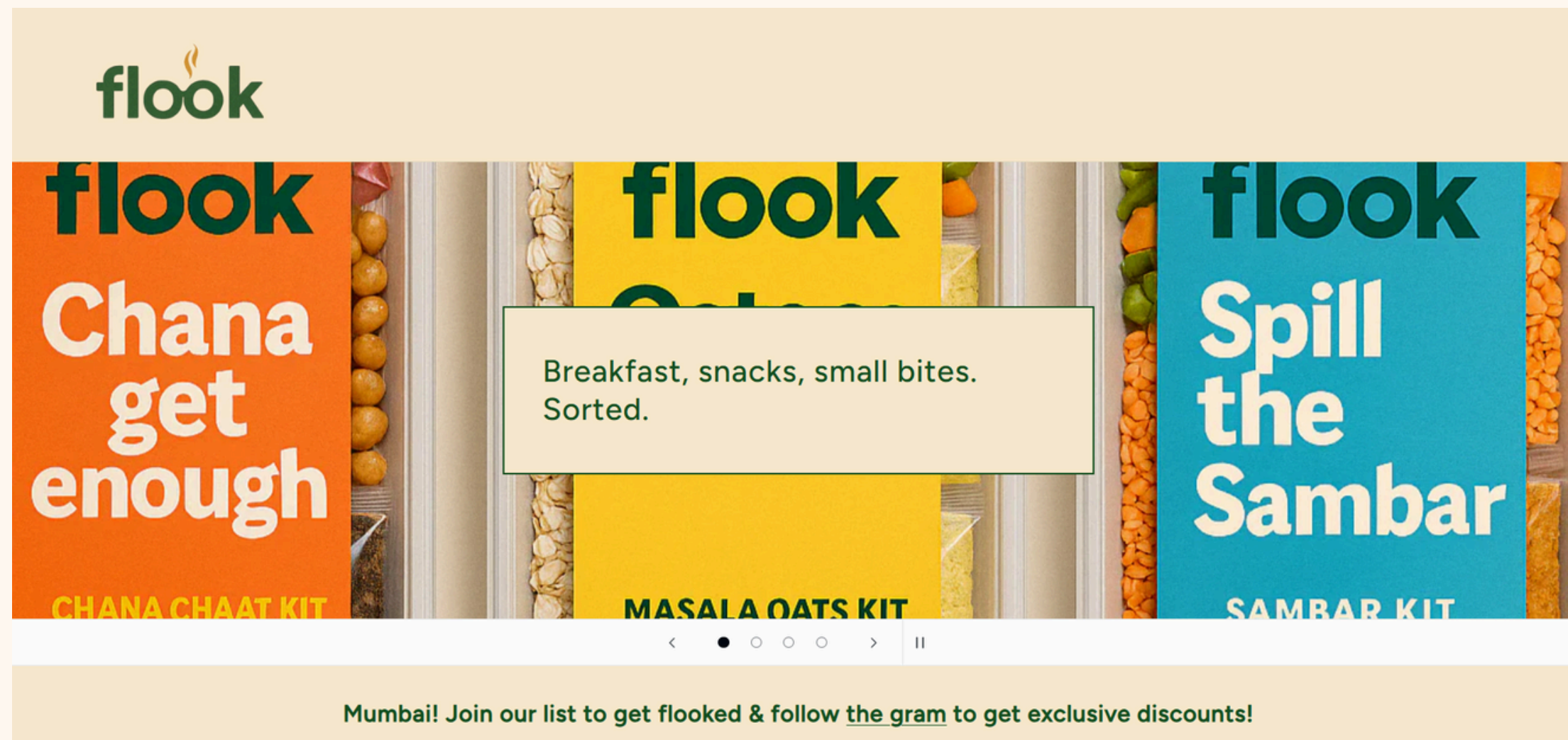


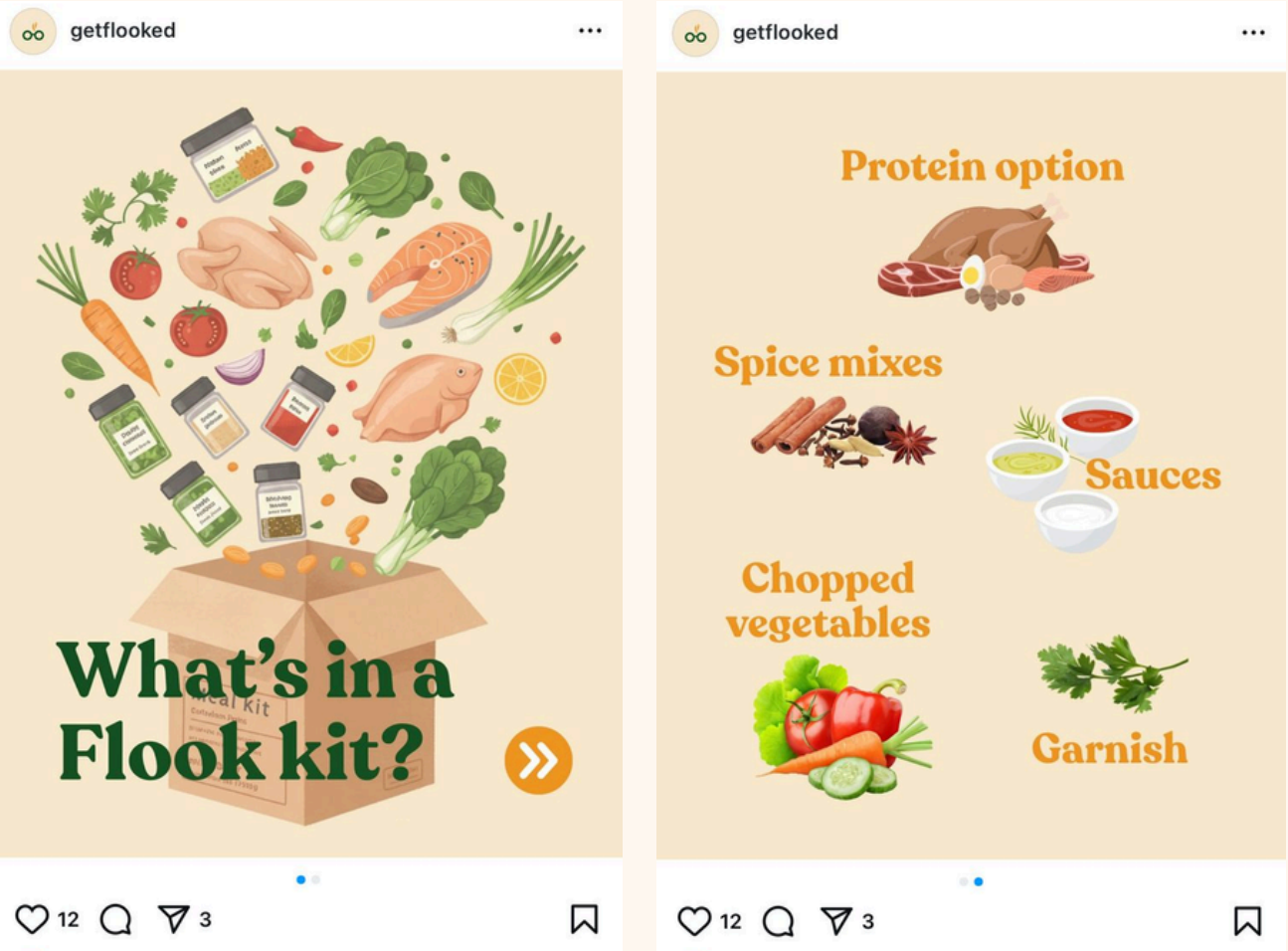
With 14 SKUs currently in market, Diva Veda is designed for the modern Indian woman seeking results-driven skincare that's deeply rooted in nature, heritage, and self-care.

As demand for clean beauty continues to rise, Diva Veda is positioned to lead with authenticity, efficacy, and a uniquely Indian narrative.



Flook offers high-quality, pre-prepped produce and freshly sourced, ready-to-cook meals designed for the fast-paced lives of Gen Z women. Launching in Mumbai in August 2025, with planned expansions to Pune and Goa, the brand caters to a growing nutrition-first mindset—over 58% of urban Indian consumers now prioritize health over taste.





With stress-snacking on the rise, particularly among Gen Z, Flook delivers mood-enhancing, functional food that’s both convenient and nourishing. Its go-to-market strategy combines a direct-to-consumer model with community sampling to build early trust and traction. Purpose-built for time-poor, digital-first women, Flook is redefining how the next generation eats well.





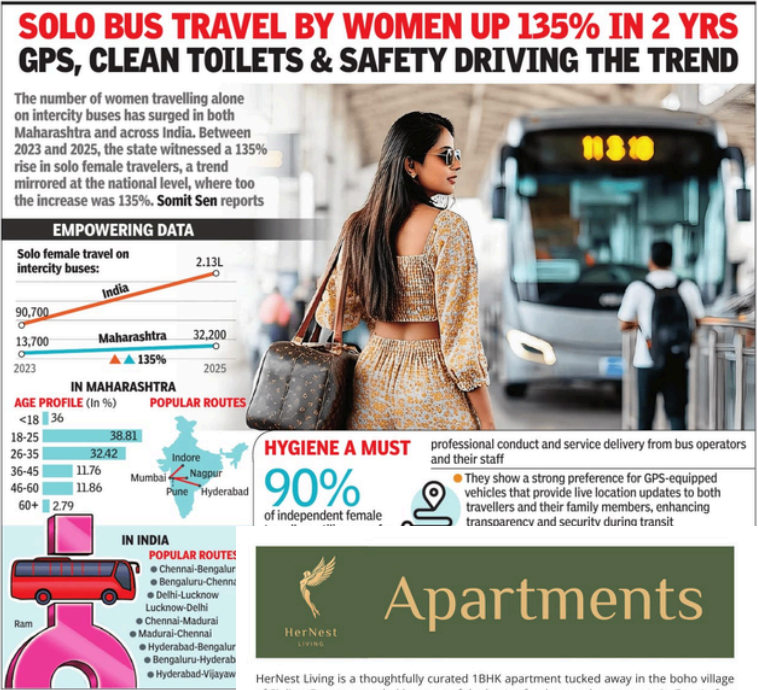
Aranyani Living is a collection of immersive wellness stays crafted by women, for women, rooted in nature and the philosophy of quiet luxury.



Inspired by the forest goddess Aranyani, our stays are designed to help women reconnect with themselves through stillness, beauty, and intentional living. Aranyani Living delivers a differentiated hospitality experience which is elegant, restorative, and purposefully designed for today's conscious female traveller.

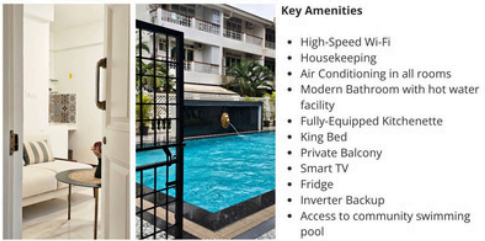


HerNest Living is a thoughtfully curated 1BHK apartments exclusively for female travellers. Located in Siolim, Goa, and surrounded by top cafes and local culture, combining safety and soulful living in a modern, fully equipped space. With a clear focus on women seeking secure, aesthetic, and affordable getaways, It taps into India’s growing demand for niche travel experiences that prioritise comfort, independence, and community.



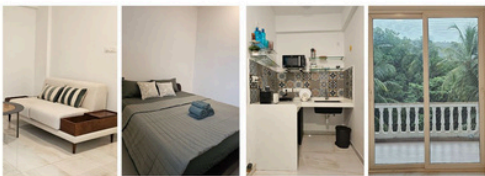
HerNest Living is a thoughtfully curated 1BHK apartment tucked away in the boho village of Siolim, Goa, surrounded by some of the best cafes, bars and restaurants in Goa. In fact the apartment building has one of the cutest cafes in Goa in the same complex.

Whether you're unwinding solo, working remotely, or on a vacation, this cozy, sunlit home blends modern amenities with warmth — creating the perfect nest to relax, recharge, and reconnect.



- Key Amenities**
- High-Speed Wi-Fi
 - Housekeeping
 - Air Conditioning in all rooms
 - Modern Bathroom with hot water facility
 - Fully-Equipped Kitchenette
 - King Bed
 - Private Balcony
 - Smart TV
 - Fridge
 - Inverter Backup
 - Access to community swimming pool

Designed for women who seek comfort, safety, and a sense of belonging while they travel.



Why We'll Win

- Diva Organic Living Limited is uniquely positioned to lead the wellness market through strategic category consolidation—bringing together fitness, nutrition, skincare, apparel, and hospitality under one cohesive platform.
- Our distribution is powered by a highly engaged, community-first model anchored in Diva Yoga, enabling both reach and retention. Backed by strong celebrity equity and a culturally resonant narrative, we combine influence with execution.
- With a scalable brand architecture and national rollout strategy already underway, we are primed for rapid growth in one of India's most dynamic consumer sectors.



Funding Structure

- Capital raise through Diva Organic Living Limited (Formerly known as White Organic Retail Limited)
- BSE mainboard listed entity ensures liquidity and governance
- Preferential equity round underway
- Celebrity investors already committed
- Shell cleanup, compliance and rebranding to complete by July 31, 2025

Use of Funds

National roll out of Diva Yoga (current 8 studios to 15 studios by June 2026) in owned model and 15 franchises.

Product development for Diva Fit and Diva Veda.

Marketing spend for roll out of Diva Fit and Diva Veda.

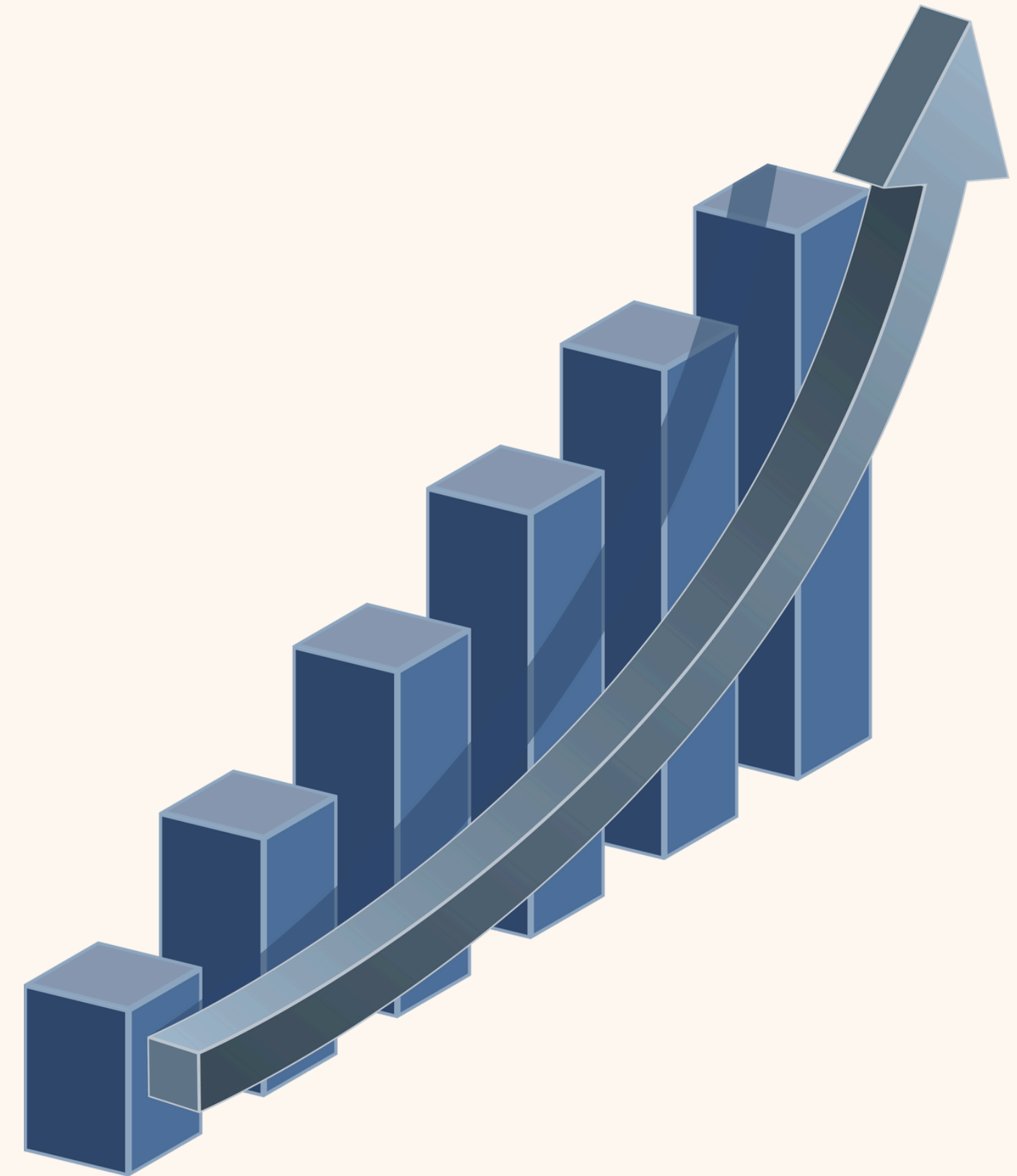
Working Capital.

Opportunity Summary

Diva Organic Living Limited is targeting a market capitalization of ₹1,000 crore by FY30, driven by a purpose-led, performance-focused strategy.

With a differentiated platform spanning multiple high-growth wellness verticals, we are well-positioned for national expansion.

Investors gain access to a scalable, culturally resonant business through public market participation—offering both liquidity and long-term growth potential.



Estimated Financial Highlights

Metric	FY25 (Unaudited)	FY26 (Est.)	FY27 (Est.)	FY28 (Est.)
Revenue (₹ Cr)	5	42	110	250
EBITDA (₹ Cr)	0.8	3.6	13	31
EBITDA Margin	17.00%	8.60%	12.00%	12.40%
PAT (₹ Cr)	0.6	2.4	9	21
PAT Margin	12.80%	5.70%	8.20%	8.50%

Thank You