

# KERALA AYURVEDA LTD

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KERALA  
ayurveda™  
wellness, naturally

AyurvedaGram™  
HERITAGE WELLNESS CENTRE

Bangalore  
September 29, 2010

## Recognition to Ayurvedagram Heritage Wellness Centre for its commitment to wellness

Alexandria - Frost & Sullivan 2010 India Excellence in Healthcare Awards was held at JW Marriot, Mumbai on September 23, 2010. Frost & Sullivan is one of the world's premier firms with over 45 offices globally and providing its clients with best practices and disciplined research that enable clients to harness growth and innovation.

AyurvedaGram Heritage Wellness Centre Pvt Ltd, a subsidiary of Kerala Ayurveda Ltd has been recognized as the "Integrated Wellness Service Provider Company of the year 2010".

The award of "Integrated Wellness Service Provider Company of the year 2010" is a testimony of the company's vision to furthering the acceptance of alternative medicine, like ayurveda, worldwide, by providing products and services that are authentic, pure and meet global standards. Kerala Ayurveda has incorporated new technologies into ayurveda and adopted Innovative partnership programs with global public and private institutions, to embark on this global initiative of taking Ayurveda to the world.

The Best Practices Award from Alexandria - Frost & Sullivan for "**Integrated Wellness Service Provider Company of the year 2010**" recognizes and acknowledges that AyurvedaGram Heritage Wellness Centre is a pioneer in wellness industry with a focus on an integrated approach to establish the efficacy of authentic Ayurveda through modern medicine validation techniques.

AyurvedaGram Heritage Wellness Centre is a unique concept and is rated as one of the foremost authentic Ayurveda Health Resorts in India. Ayurvedagram provides preventive and curative solutions that address modern day lifestyle issues and chronic ailments. Nestled in a picturesque, sylvan locale near Bangalore city, Ayurvedagram transports its guests to a calmer, healthier frame of mind. Since its inception, AyurvedaGram has acquired international repute for authoritative Ayurveda treatments and long term rejuvenation programs.

Kerala has been virtually recreated in Bangalore way back in 2001 by relocating and re-erecting the Heritage buildings from Kerala with a singular aim of providing authentic Kerala style of treatments, within a heritage resort ambience.

Speaking about the Alexandria-Frost & Sullivan Award, **Mr. Ramesh Vangal, Chairman of Kerala Ayurveda Ltd** said, *“I am delighted that AyurvedaGram is the ‘Integrated Wellness Services Provider Company of the Year’. This would help improve our efforts to reach out to the people who are in need of wellness solutions for better health and living”.*

Backed by over 5,000 years of healing science, and by India's leading Ayurvedic company, Kerala Ayurveda Ltd, the AyurvedaGram Heritage Wellness Centre offers authentic Ayurveda treatments and yoga in a heritage resort ambiance for specific ailments such as stress, obesity, arthritis, spondylitis, lifestyle disorders, with specialized therapies including panchakarma (detoxification), rasayana chikithsa (rejuvenation), yoga, meditation, pranayama, etc.

### **About Kerala Ayurveda**

*Kerala Ayurveda was founded in Aluva, Kerala in 1945 by Late Vaidiyan KGK Panicker, the renowned Ayurvedacharya. Now, more than half a century later, his inspired creation epitomizes all that is modern and state-of-the-art in Ayurveda.*

*Kerala Ayurveda has over 75 Ayurvedic doctors, graduates and post-graduate medical staff, with several years of experience under its network. Kerala Ayurveda operates a chain of 26 clinics and 3 Ayurveda Hospitals located across India, and a wellness resort in Bangalore, “AyurvedaGram”.*

*Through its wholly owned subsidiaries, Ayurvedic Academy Inc, Ayu Inc and Ayu Natural Medicine Clinic, PS, Kerala Ayurveda has significant presence across 5 locations in the United States of America and offers a range of ayurvedic courses, treatments and health care services.*

### **Safe Harbor**

*Certain statements in this release are forward looking statements which involve a number of risks and uncertainties that could cause actual results and outcomes to differ materially from those in such forward looking statements. The risks and uncertainties relate to changes and variations in the project, unexpected delays in development, obtaining regulatory approvals, etc. The statements in this release represent Kerala Ayurveda’s expectations and beliefs as of the date of this release. Kerala Ayurveda anticipates that subsequent events and developments may cause these expectations and beliefs to change. However, while Kerala Ayurveda may elect to update these forward-looking statements at some point in the future, it specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Kerala Ayurveda’s expectations or beliefs as of any date subsequent to the date of this release.*

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