

KERALA AYURVEDA LTD

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KERALA
ayurveda™
wellness, naturally

AyurvedaGram™
HERITAGE WELLNESS CENTRE

Bangalore
September 27, 2011

Ayurvedagram Heritage Wellness Centre wins best Wellness services provider Company of the year award for the second year in a row

Alexandria - Frost & Sullivan 2011 India Excellence in Healthcare Awards was held at, Mumbai on September 22, 2011. Frost & Sullivan is one of the world's premier firms with over 45 offices globally and provides 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 "Wellness Services Provider Company of the year 2011" for the second year in a row.

The operation of Kerala Ayurveda encompasses Research, Education, Products and Services. Ayurvedagram, based in Whitefield, Bangalore is a heritage property; we represent the essence of over 6 decades of experience in addressing the wellness needs of over a million who had reposed their confidence in our ability to deliver authentic Ayurveda.

This award bolsters our enthusiasm to empower Ayurveda and establish this ancient healthcare system as a credible, viable and sustainable alternative to the growing wellness needs, globally. We will endeavor to excel through Research and bring out products and services that deliver wellness, validated.

The Best Practices Award from Alexandria - Frost & Sullivan for "**Wellness Service Provider Company of the year 2011**" 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.

Spread over 12 acres of pristine natural settings and accommodations that are traditional dwellings that once dotted the landscape of Kerala, AyurvedaGram is the preferred destination for persons from different parts of the globe suffering from various pathologies ranging from congenital disorders, auto-immune diseases, lifestyle illnesses, anomalies of the mind as well as those seeking preventive health care and provide 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, "*It is indeed a privilege to be adjudged the 'wellness services provider of the year' by F & S for the second time in a row. The award encourages us to re-*

dedicate our efforts to validate Ayurveda as an authentic and holistic healthcare solution for tomorrow."

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 Limited

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 Limited has over 100 Ayurvedic doctors, graduates and post-graduate medical staff, with several years of experience under its network. Kerala Ayurveda Limited operates a chain of 26 treatment centers and clinics and 3 Ayurveda Hospitals located across India, and a wellness resort in Bangalore, "AyurvedaGram". Through its subsidiaries in the United States, Kerala Ayurveda has a significant presence across 3 locations and offers a range of ayurvedic courses, treatments and healthcare services. With a view to disseminate and educate, Kerala Ayurveda has reached out of the Indian shores to set up the largest Ayurveda Academy outside of the country in Seattle, Washington. Over a 1000 students have undergone programs that teach the principles of Ayurveda with hands on experience working with our Physicians in India.

KAL has embarked on an exciting journey over the last 2 years to validate Ayurveda through a rigorous, scientific process based on US FDA norms. The research chain has dug deep into the ancient Ayurvedic texts, purity of ingredients, herbal chemistry and validation of claims through science. Our development initiatives are driven by this capability to deliver products and services with a clear understanding of the principles of Ayurveda with a guarantee on safety, purity and efficacy.

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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