



# KERALA AYURVEDA LTD

Regd. office: VII/415, Nedumbassery, Athani P.O-683 585,  
Aluva, Kerala.

Website: [www.keralaayurveda.biz](http://www.keralaayurveda.biz)



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## Building a platform for sustainable growth

### ***Financial Year 2009-10 was an important year for Kerala Ayurveda:***

1. The Company has commenced restructuring of its business model by creating partnership with doctors both in India and in the USA in order to enhance revenue potential.
2. The Company has rationalised the organisation to sharpen productivity and reducing overheads significantly.
3. We have invested behind establishing purity of our ingredient supply chain. This will ensure standardisation, product integrity and consistency.
4. We have invested aggressively on research, aimed at establishing scientific validation for our proprietary Ayurvedic formulations. These investments will continue in FY 2010-11.

### ***Key Business highlights of Financial Year 2009-10 are:***

- Revenues increased to Rs 2047 Lacs in FY 2009-10, up 12% vs year ago.
- The EBITDA for FY 2009-10 has improved by Rs 257 Lacs, to deliver a positive EBITDA of Rs 84 Lacs. The PAT loss has reduced in FY 2009-10 to Rs 176 Lacs vs Rs 395 Lacs year ago. This reflects continued investment in scientific research being undertaken by the company.
- The overheads for FY 2009-10 were reduced by 24% vs year ago.
- The company has opened a new wellness centre at Jammu on 21<sup>st</sup> April 2010 and has identified further opportunities for centers elsewhere in North India.

### ***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 27 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 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.*

### **For further details please contact:**

Navamani, Bangalore  
Phone: 91-80-41808060

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