

# KERALA AYURVEDA LTD

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KERALA  
ayurveda™  
wellness, naturally

AyurvedaGram™  
HERITAGE WELLNESS CENTRE

Varanasi  
February 9, 2011

## **Banaras Hindu University ('BHU') enters into collaboration with Kerala Ayurveda Limited under Public-Private Partnership ('PPP') Model**

Banaras Hindu University enters into a Memorandum of Understanding with Kerala Ayurveda Ltd today. Kerala Ayurveda Ltd is a broad-spectrum Ayurveda company encompassing Products, Services and Education, with operations in India and the US. Kerala Ayurveda Ltd is a pioneer in validating Ayurveda through modern science.

Speaking on the occasion, Prof. D.P. Singh, Vice Chancellor, BHU said "**This is a momentous occasion in a year where BHU is celebrating the 150<sup>th</sup> birth anniversary of its founder Pt. Madan Mohan Malaviya Ji**". Prof. D.P. Singh went-on to add that Pt. Malaviya Ji was a visionary and believed in propagating India's ancient sciences and heritage. Prof. D.P. Singh also appreciated BHU's Faculty of Ayurveda in taking this initiative to have a Public-Private Partnership ("PPP"), which will be the first of its kind.

Under the proposed arrangement, Faculty of Ayurveda, Institute of Medical Sciences, BHU, will collaborate with KAL to undertake research and development in areas like geriatric care, cancer, anemia, metabolic diseases, including diabetes and epidemic prevention, etc.

Research will also focus on medicinal plants used in Ayurveda, both in North and South India, to determine the optimal combination for efficacy inline with authentic Ayurvedic texts. In addition, the venture will aim to establish standardization of classical Ayurvedic drugs for purity, safety and efficacy. Large scale and sustainable cultivation of medicinal plants at their habitat will be a key area of interest.

BHU and Kerala Ayurveda Ltd will exchange best practices between the Northern Indian and Kerala traditions, in particular "*Panchakarma*" therapies. The research will aim to validate the fundamental principles of Ayurveda and its therapeutic techniques through modern medical science.

The MOU was signed by Dr. K.P. Upadhaya, Registrar, BHU and Mr Ramesh Vangal, Chairman, Kerala Ayurveda Ltd in the presence of Prof. D. P. Singh, Vice Chancellor, BHU. The meeting was also attended by Mr. Gokul Patnaik, Vice Chairman, Katra Group, Mr. Ambrish Singh, Chief Representative of KAL, Prof. Anand Kumar, Medical Superintendent, Dr. Chandramauli Upadhyay, Prof. Rajesh Singh, Chairman, PPP Cell.

Kerala Ayurveda Ltd operates a chain of 30 treatment centers and clinics and 3 Ayurveda Hospitals located across India, and a wellness resort in Bangalore, “AyurvedaGram” which won the Frost and Sullivan Award for the Best Wellness Provider of the Year 2010.

Kerala Ayurveda Ltd 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.

### **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 30 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 5 locations and offers a range of ayurvedic courses, treatments and healthcare services.*

*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.*

*Kerala Ayurveda’s subsidiary, AyurvedaGram Heritage Wellness Centre received the Best Practices Award from Frost & Sullivan in 2010 for 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*

### **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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