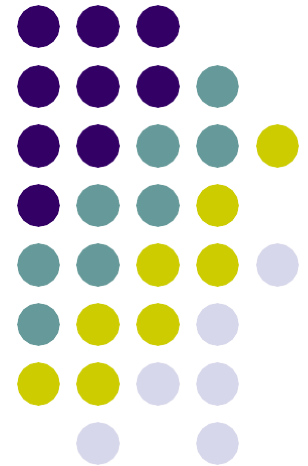


Kerala Ayurveda Ltd

Annual General Meeting
September 30TH, 2021





Key Highlights FY 2020-21

- Covid-19 has had a deep and lasting impact on human life and it has presented unprecedented challenges to many, many business including Kerala Ayurveda.
- KAL's strong growth momentum in 19/20 came to a grinding halt in 20/21 because of COVID.
- KAL consolidated revenues have declined by 19% despite severe pandemic impact on the business, with 22% decline in GP and 88% EBITDA decline.
- PAT has declined from 420 Lakhs to (452) Lakhs.
- US business despite a severe Covid impact, grown 17%.
- India business has declined 26%, with our Health Service segment down by 53% due to cancellation of bookings in view of the pandemic.
- We have managed the business through significant reduction in costs & inventory, improved collections, etc.



Key Highlights FY 2020-21

Particulars for FY 2020-21/ Rs.Lakhs	Gross Revenues	% vs PY	PAT 20-21	PAT 19-20
Kerala Ayurveda	4,337	-19%	-463	118
Ayurvedagram	287	-66%	-93	60
KAL USA	1,710	17%	254	206
Consolidated KAL*	6,219	-19%	-302	384

*This does not include Other entities & Inter Co Revenues, Forex G/L In US (-150 Lakhs) in 20-21



Key Highlights FY 2020-21

Division / Rs.Lakhs	H1 Revenue			H2 Revenue			FY Revenue		
	20-21	19-20	% vs PY	20-21	19-20	% vs PY	20-21	19-20	% vs PY
Kerala Ayurveda	1,853	2,652	-30%	2,485	2,732	-9%	4,337	5,384	-19%
Ayurvedagram	118	382	-69%	169	460	-63%	287	842	-66%
KAL USA	722	674	7%	988	786	26%	1,710	1,460	17%
Consolidated KAL	2,672	3,717	-28%	3,547	3,962	-10%	6,219	7,679	-19%

Business has significantly recovered in H2 vs H1



However we are progressing: Q1 21-22

Quarterly Revenue Division / Rs.Lakhs	2020 - 21				2021 - 22	
	Q1	Q2	Q3	Q4	Q1	% vs PY
Kerala Ayurveda	761	1,091	1,303	1,182	1,202	58%
Ayurvedagram	61	57	66	104	87	43%
KAL USA	334	387	456	532	488	46%
Consolidated KAL	1,132	1,539	1,778	1,768	1,755	55%

- Consolidated Q1 is not only 55% better vs PY, Also 4.5% Ahead of 2019-20
- Despite the Covid 2nd Wave that has hurt us from April/May onwards
- **Q1 21-22** Consolidated net profit is at encouraging **1.16 Cr.** vs Q1 20-21 Rs.(0.52) Cr



Key Highlights FY 2020-21

The pandemic has severely impacted the Kerala Ayurveda business, however the company reacted quickly to the crisis. In Aug-2020 we embarked on the following strategies:

- **Q1/Q2:** Survive, Manage Cash flow, Convert Fixed to Variable costs
- **Q3/Q4:** Re-imagine / Re-construct the business.



Key Highlights FY 2020-21

- We focused on transforming the company towards on becoming a digitally led business.
- We focused on the promising high margin US business
- We focused on cost reduction
- Investing in the future – Digital & US Business and Consumer focused Product Innovation



Key Highlights FY 2020-21

- India Overall costs reduced by 28% vs 19/20
- India HS division costs reduced by 54% vs 19/20.
- Digital / E-commerce business more than doubled
- US Business despite COVID impact climbed 17% in 20/21
- Despite a reduction of overall India business by 26%, the Costs as %Revenue have come down by about 2+%, from 63% PY to 61% CY.

We have moved to a leaner cost structure going in to 21-22!

- Building a resilient company which can withstand further pandemics
- We have suffered a second wave of Covid and there is a talk of third wave



Exciting Optimistic Future

- Looking towards strong recovery in to 21-22
- Continued focus on costs optimization with re-engineering financial spine
 - Selective investments in:
 - US & Digital Business,
 - Consumer centric products
 - Channel innovation



Digital Focus / Recognition

Fresh Focus on High Value Global Markets

- KAL received an **Amazon award** for the '**Most Innovative Store**' in September 2020.
- KAL won the **Silver medal** from the prestigious **Indian Digital Marketing Awards (IDMA)** in July 21 for **Search Engine Optimisation**.
- KAL launched a Webinar Series (**KALPAM TALKS**) which has been very successful. The first had over 4000 Doctors registered with an attendance of over 1500.
- In **Q3/4** we will focus our efforts on **expanding to Amazon UK, Germany** and building out our **Joint venture with EBay, globally**.
- To fuel this we have just made available over 150 innovative products for sale in the US, Europe. These products are a combination of high value OTC, personal care range and OTX products which have been carefully tailored to meet USFDA and importantly California Prop 65 standards which are amongst the most stringent in the world.



Digital Programs / Awards

Most Innovative Store of the year

Amazon Connect 2020, a two-day summit was recently hosted by Amazon where Kerala Ayurveda Limited was awarded the most innovative store of the year in the first ever virtual event.

45,000+ Sellers

8,700 Entries

100+ Cities



Kerala Ayurveda Ltd. 2021



Digital Programs / Awards

Continuing its growth and stride in Digital media, Kerala Ayurveda, the global leader in the Ayurveda space, has been recognized for the

"BEST SEARCH ENGINE OPTIMIZATION CAMPAIGN - BEST SEO"

in the 12th edition of e4m **Indian Digital Marketing Awards (IDMA)**, powered by ABP Live and Voot TV Network, held on July 29, 2021.



Kerala Ayurveda Ltd. 2021

DIGI CONSULTATION KALPAM APP POWERED BY KERALA AYURVEDA



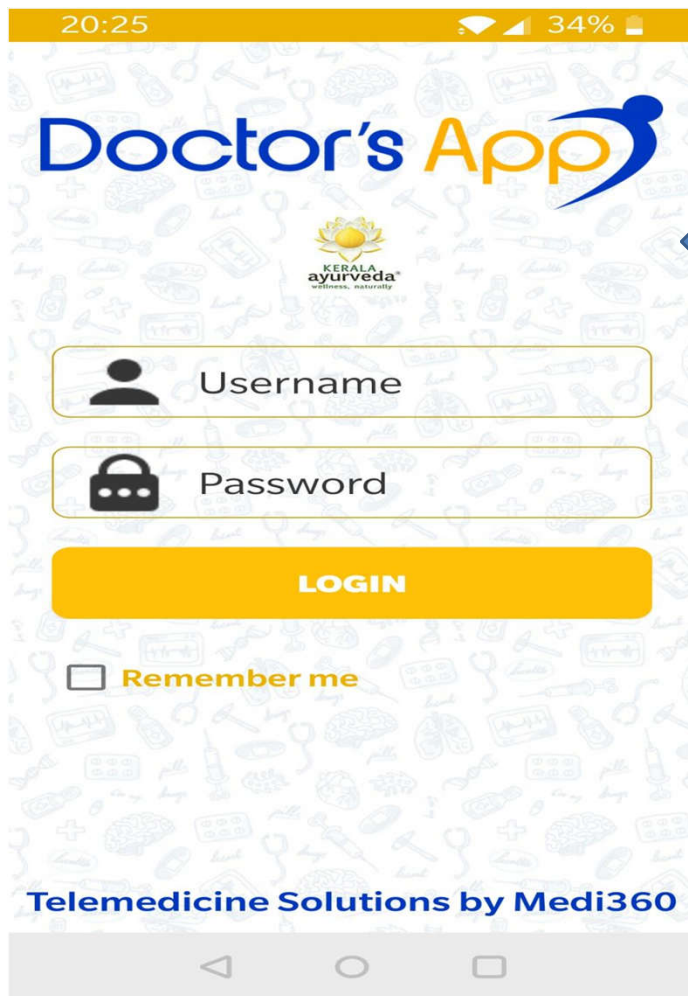
AN OVERVIEW ON KAL VIDEO CONSULTATION APP



- CONSULTS - SAFE & SECURE, ON THE GO.
- MEDICAL RECORD CLOUD STORAGE IN A SECURED WAY

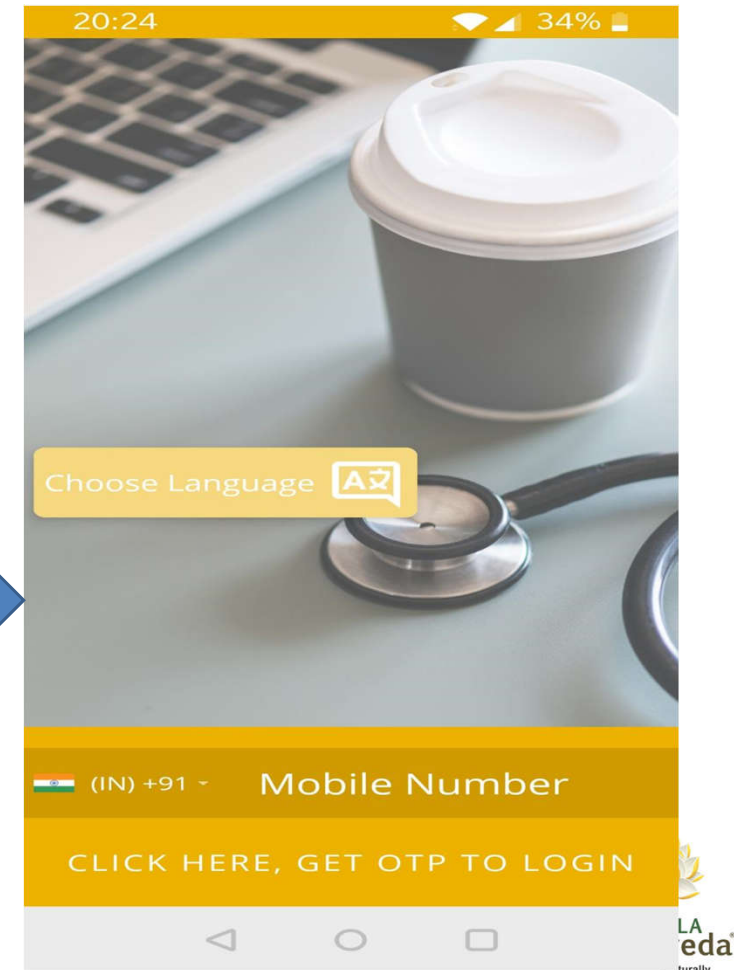
- MEDICINES - DELIVERED TO THE DOORSTEP
- PATIENT-PHYSICIAN EXCLUSIVITY - GUARANTEED

APP VERSIONS



Doctor's APP

Consumer / Patient



FEATURES OF THE APP



Easy onboarding



Appointments
Scheduling



Easy payments



Patient History and
follow-up on the go



Video Consultation



E prescription



In-app pharmacy



Follow-Up" date on the
appointment list

APP PLATFORMS



Google Play Store



Browser



ios App Store



Kerala Ayurveda 2021: our consumer centric approach in the USA

SEPTEMBER 2021



KERALA
AYURVEDA



Voice of Kerala Ayurveda Films

The voice of Kerala Ayurveda is gentle, honest and soothing. This is in keeping with the target audience that the brand is catering to. The brand tries to evoke strong feelings of trust, relatability, and wholesomeness. Our consumer is able to follow our lead easily, as it is in alignment with their life philosophy. It is neither preachy nor superficial.

Guidelines for Visual Interpretation

The visuals will be in line with brand voice and constitute soothing imagery of nature - no fast cuts, no jarring or clutter in the frames - colours real and natural. The focus will be on the experience of interacting with the elements of Vata, Pitta and Kapha. There will be ample frames which look at the finer details of various elements that's symbolic of mindful observation.





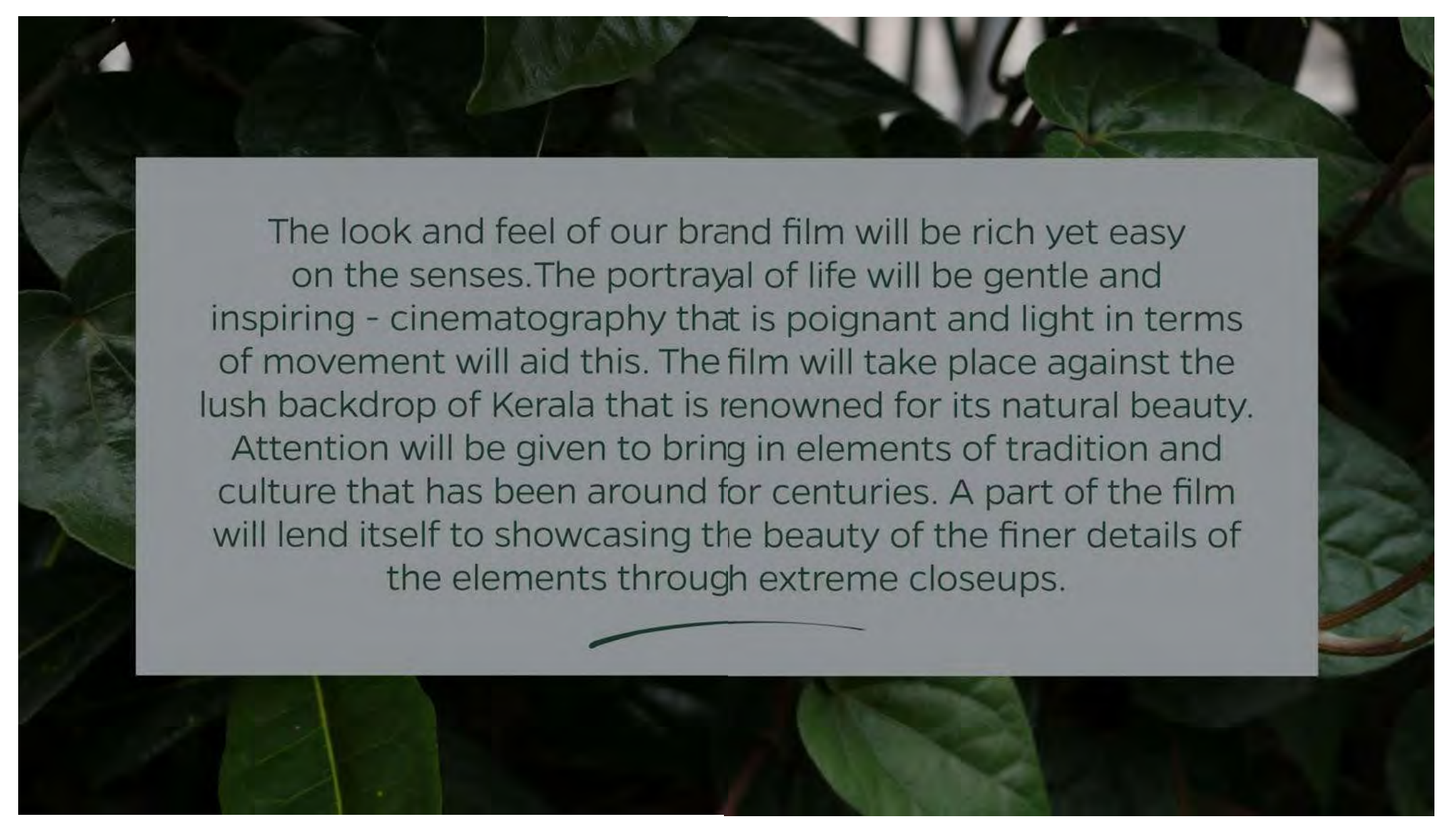
Our brand film is a visual representation and extension of what Kerala Ayurveda stands for. The brand voice will lend itself immensely to the film.

We will touch on holistic, sustainable and positive living, through the story of a Caucasian woman, who finds herself on a remarkable journey of healing through Ayurveda, on a leisure trip to god's own country.

The film dwells on the synergy of the elements coming together to facilitate this journey of reconnection with the inner self. It shows us how these elements seep into the well-being of our character and the visible positive change it brings about.



Look and f



The look and feel of our brand film will be rich yet easy on the senses. The portrayal of life will be gentle and inspiring - cinematography that is poignant and light in terms of movement will aid this. The film will take place against the lush backdrop of Kerala that is renowned for its natural beauty.

Attention will be given to bring in elements of tradition and culture that has been around for centuries. A part of the film will lend itself to showcasing the beauty of the finer details of the elements through extreme closeups.



Product Films

The idea of the product films will be to communicate the philosophy behind the origin of each product.

This will be the main selling point as our audiences connect more with a story or emotion than the physical representation of it.

This will be achieved through creative copywriting and carefully thought out visuals.

Straying from conventional product videos where only the packaging is showcased, our films will showcase the process of making these through beautiful frames.

These will give us a look at the origins, science and methods from which the product is conceived.




Testimonials

We will stray from the conventional style of testimonials where the subject is in view for the whole of the video. Instead our videos will try and capture the essence or the idea of that person. This will be done through environmental portraits, focusing on living style. A portion of the films will also showcase the packaging, making process and use of the products.



Corporate Films

The corporate film is a visual representation of the credentials of the brand as a company. This will shed light on the origins and journey of the brand while showing us how it has grown . The film is a great medium to showcase glimpses of the various activities carried out by the company. In essence it is a testament to how the brand realises it's core values and puts them into action. Keeping in mind the voice the brand and the visual guidelines we aim to deliver an engaging look at these nuances.



KERALA AYURVEDA

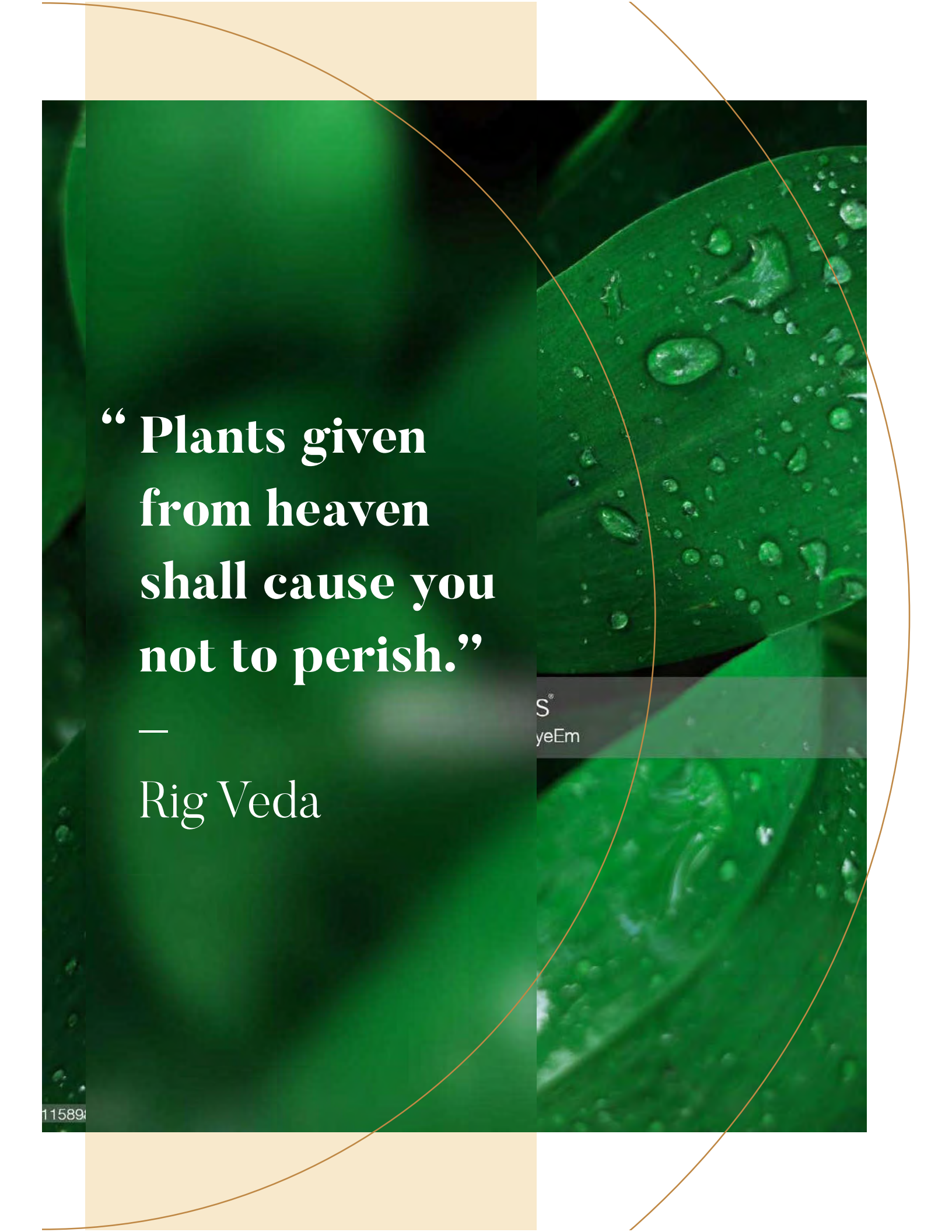
gettyimages®
PeopleImages

holistic herbs

Issue 1
september 2021

Product Brochure

www.keralaayurveda.store



**“Plants given
from heaven
shall cause you
not to perish.”**

—

Rig Veda

S[®]
yeEm



About us

The Kerala Ayurveda Apothecary is part of Kerala Ayurveda Limited with deep roots in India. We've passionately shared the most authentic version of Ayurveda with the world since 1945. Our educational outreach, products, and healing services are invigorated within a 5000-year-old tradition that we honor today.

There are thousands of herbal recipes in traditional Vedic texts. The healing nature of plants was well-known to ancient Ayurvedic practitioners called Vaidyas, and passed down through books like the Vedas to modern-day practitioners. Our seed-to-shelf remedies follow the planting, harvesting, decoction, and delivery methods of the most ancient and wise Ayurvedic healers. We refuse to compromise on quality at any stage of our herbal remedy creation.

We've developed over 100 formulations from thousands of acres of either organic or wild-crafted herbs to uphold the world's oldest known healing tradition. Our modern-day Ayurvedic Vaidyas are from a 5-generation lineage that follows these ancient texts, and only formulates herbal remedies with your complete mind, body, and soul health in mind.

Though we offer single herbal remedies in this brochure, we always suggest tapping into our vast wisdom about healing your body as a whole, through a consultation with one of our world-renown Ayurvedic Experts.

[Click here](#)

Learn more about the Kerala Ayurveda story

Your Dosha

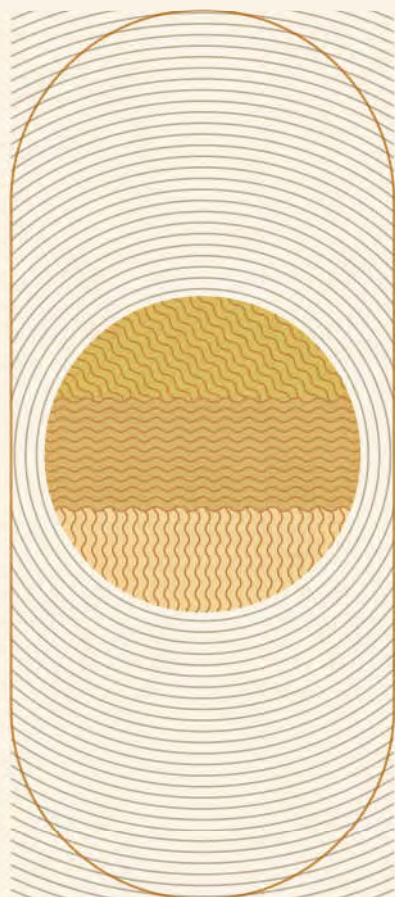
Your soul seeks evolution. When you honor your dosha, you can more easily attain freedom of energy, thought, and mind to focus on your spiritual advancement – your purpose.

Your dosha, as described by ancient Ayurvedic texts is a representation of the harmony in nature echoed within your own physiology, and the elements which are contained within you and the Universe at large. These elements are represented as personality characteristics.

Dosha – translated from Sanskrit – means “fault,” or “that which darkens.” However, this is not to be confused with the actual meaning of dosha as it relates to your Divine Health. When your elements are balanced, the water of your mind-body-soul is clear and true, like a calm that shines on the surface of a mountain lake kissed by sunbeams. When your doshas are out of balance, that lake becomes murky from the dross and mud stirred at its depths. Your physical, mental, and spiritual wealth are robbed from you because your health is an innate gift that begins in a pristine state. Ancient Ayurvedic texts believe that health is not bestowed, but restored through balance.

THREE AYURVEDIC BODY TYPES

There are three primary body types or doshas within Ayurveda:
VATA, PITTA, KAPHA



VATA

Vata includes the elements of air and space. This dosha influences movement in the body such as breathing, blood flow, and cellular division. Characteristics include shyness, introversion, creativity, quick-thinking, and fast-talking. When out of balance expect joint pain, anxiety, unwanted weight loss due to an over-active metabolism, poor digestion, dry skin, brittle nails and hair, and a tendency to have trouble falling asleep. When balanced and grounded through herbal remedies, yoga, walking barefoot on the earth, and regular exercise, Vata dosha can thrive.



PITTA

Pitta includes the elements of fire and water. This dosha influences digestion, hormonal balance, and bodily heat through homeostasis. Characteristics include active, intelligent, courageous, almost rule-breaking tendencies. When out of balance expect agitation, fiery moods, feeling constantly thirsty or hungry, inflammation, heartburn, and other ailments of excess heat. When balanced and grounded through herbal remedies, calming, bitter, and sweet foods, the avoidance of caffeine and spicy foods, and regular meditation and pranayama (breathwork), Pitta dosha can thrive.



KAPHA

Kapha includes the elements of water and earth. This dosha influences the immune system, lubrication of the joints and tissues, and the “watery” functions of the body. Characteristics include calm, grounded, happy, loving, and forgiving tendencies. When out of balance expect weight gain, drowsiness, apathy, indigestion, and depression. When balanced and grounded through herbal remedies, light and dry foods, aromatherapy, a regular sleep pattern, meditation, and yoga, Kapha dosha can thrive.



Plants Heal

Many people are familiar with the Greek physician Hippocrates, often called the “Father of Medicine” but it would be more accurate to look at the body of Ayurvedic herbal remedies and holistic practices that precede Hippocrates by thousands of years. Ayurveda is “life” wisdom. It incorporates spiritual health with a wealth of knowledge about how plants heal.

Kerala Ayurveda was developed in one of the most verdant and prolifically dense areas in India, replete with over 4,600 flowering plants and over 2,000 with medicinal qualities. More than 540 species of the plants used in Ayurveda come from the forests of Kerala.

Andrographis



An adaptogen for better immunity.

Andrographic panicula is a world-renown adaptogenic herb that provides increased immunity and a digestive boost. Traditionally, it has been used to protect against seasonal allergies, promote respiratory health, alleviate a sluggish liver – critical for proper detoxification, and to balance the qualities of Pitta and Kapha doshas.

Known as the “king of Bitters,” this phenomenal plant increases digestive secretions, helps your body to absorb nutrients, and supports a gut-brain connection. Andrographic also balances the hypothalamic-pituitary (HPA) axis, to relieve stress.



[CLICK HERE](#)

TO BUY
THIS PRODUCT



Arjuna



For a vibrant heart and increased Prana.

Terminalia arjuna is named after a character in the ancient Mahabharata who dialogues with Krishna. This plant is a powerful promoter of heart health. In Ayurveda, the heart is the center of the life force, or prana. The heart's electromagnetic field is up to 60 times greater than that of the brain. Arjuna protects cardiovascular functions, but also emboldens heart intelligence, both physiologically and spiritually.



Arjuna has also traditionally been used as a liver detoxifying agent, a stress modulator, and a natural way to keep blood pressure within a healthy range.

[CLICK HERE](#)

TO BUY
THIS PRODUCT



Bitter Melon

A blood sugar stabilizer.



Momordica charantia, also known as bitter melon, is a natural way to combat diabetes and prediabetes, two conditions that affect millions of people throughout the world. Kerala Ayurveda's bitter melon stabilizes blood glucose levels and restores natural energy.

Bitter melon has a positive effect on beta cells in the pancreas that regulate the secretion of insulin and blood glucose levels.

This plant has traditionally been used to support all three doshas, tone the digestive organs, and promote fat metabolism.



[CLICK HERE](#)

TO BUY
THIS PRODUCT



Garcinia



A fat metabolizer.

Garcinia gummi-gutta is an edible fruit with impressive phytonutrients. It supports fat metabolism along with a healthy diet and consistent exercise. This plant helps to ensure a healthy weight by helping to burn fat stores, supporting the efficient use of carbohydrates as energy, maintaining a healthy appetite, and rectifying digestive imbalances.

This amazing plant has also traditionally been used as an antimicrobial, antioxidant, anti-cancerous, and anti-fungal agent.



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TO BUY
THIS PRODUCT



75 years of
heritage.

5,000 years of
wisdom.



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Michael H



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AYURVEDA

www.keralaayurveda.store

september 2021

keralaayurveda.biz

kerala ayurveda's personal care line



gentle hand wash



Kerala Ayurveda's Natural Hand Wash

Kerala Ayurveda has potentially introduced the best possible natural hand wash that can help clean your palms without causing damage to the underlying tissues and considering the positive effect on the environment. It is a certified 100% organic, gluten soy-free product and truly vegan. It is free from SLS, Ammonium LS or propylene glycol and preservative-free. There are no synthetic dyes and artificial fragrances added to the blend. The oils used here are in their most pure forms, hexane-free cold-pressed and devoid of deodorization.



Gently removes dirt and exfoliate dead skin cells

defence against bacteria causing
tooth decay, made with organic oils

natural toothpaste - clove original



Kerala Ayurveda's Natural Toothpaste is 100% pure, made with organic antibacterial ingredients that can cleanse the oral cavity, activate the taste buds and aid in antimicrobial action inside the mouth.

It's Cruelty-free, vegan and vegetarian

Free from gluten, dairy, soy, corn, Fluoride and preservatives.

hydrating body mist - peppermint and ginger

Kerala Ayurveda's Hydrating Body Mist- Peppermint and Ginger is specially formulated using the natural herbal essential oils of plants that are known to bring about feel-good sensations inside the body and those which evidently helps in reducing the stress. The herbal formulation supports the retention of moisture content in the skin thus providing assistance for normal skin hydration. These are non-aerosols with zero phthalate content, parabens and are made with quality organic products USDA verified.



NATURAL DEODORANT - citrus and lemongrass

Kerala Ayurveda's Natural Deodorant is a natural antiperspirant made with a combination of earth's mineral crystals and natural botanicals that will help to eliminate endotoxins emitting an unpleasant odour without disturbing the internal equilibrium of the body. They help in neutralizing the body odour without blocking your sweat glands and provide long-lasting freshness although they are made into a light formula. The aluminium-free crystal Deodorant is pure with no petroleum-based ingredients which makes this an ideal choice. It is Cruelty-free, vegan and vegetarian.



kerala ayurveda personal care and skincare range includes 27 USDA organic products

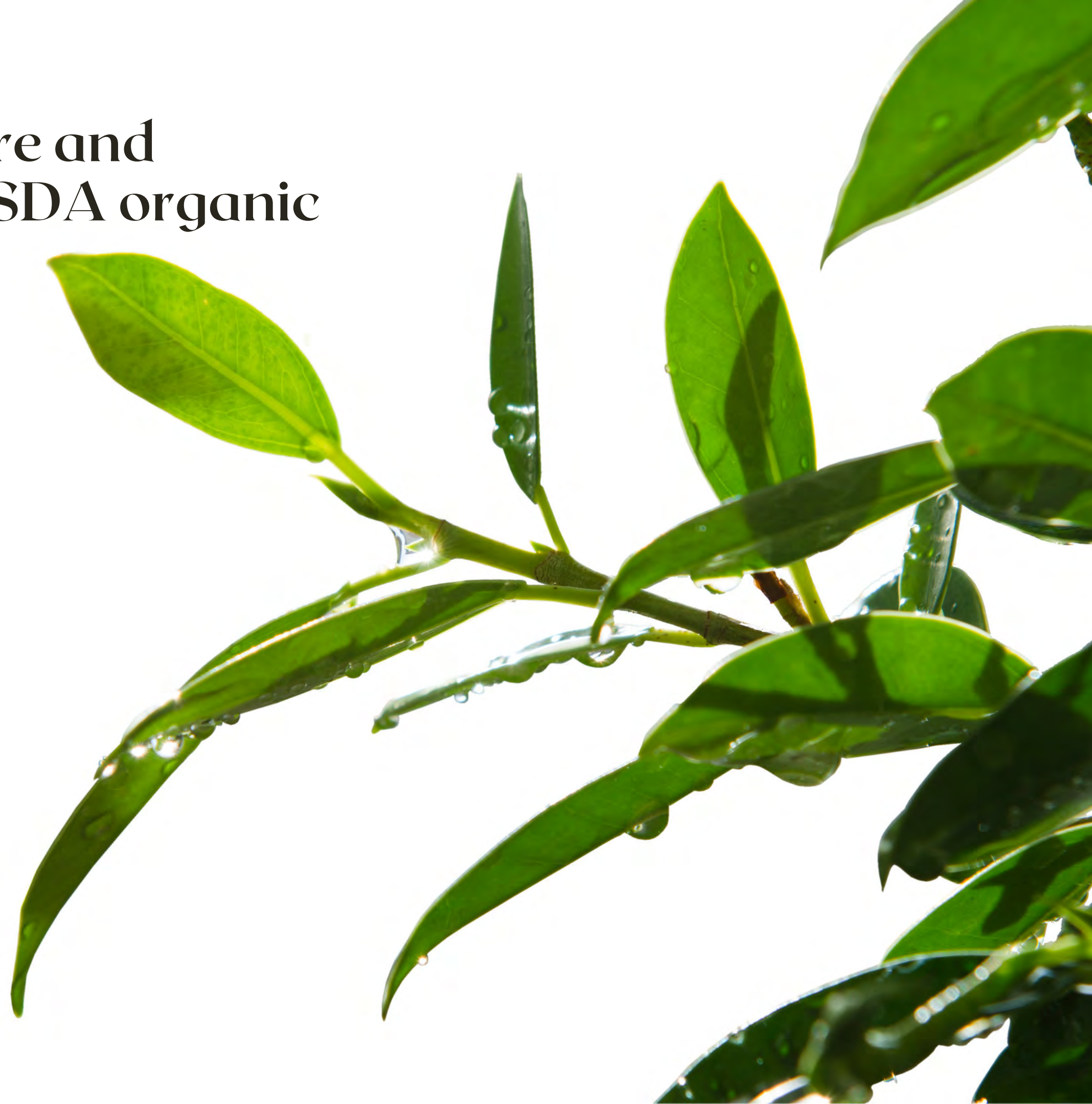
Ethically-sourced ingredients

High-quality products

Eco-friendly packaging

Cruelty free

Vegan



Kerala Ayurveda USA products are USFDA & CA PROP 65 compliant

Total US SKUS - 174 ; as per the below categories

Classical – 123 SKUs (Thailams, Grithams & Arishtams – 78
Supplements – Capsule, Tablets & Old Packs – 36)
LifeStyle Products – 9 SKUs

OTC Supplements - 34 SKUs (Single Herbs 12 , Renamed 18 &
Food Category 4 SKUs)

Personal Care - 17 SKUs



Thank You