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NOTICE

NOTICE is hereby given that the Extra-Ordinary General Meeting (EGM) of the Members of Kerala Ayurveda

Limited ("the Company") will be held on Wednesday, 20th December 2023 at 11:00A.M. (IST) through Video

Conferencing ('VC') or Other Audio-Visual Means ('OAVM') to transact the following Special Businesses:

1. TO INCREASE THE AUTHORIZED SHARE CAPITAL OF THE COMPANY AND

CONSEQUENT AMENDEMENT TO THE MEMORANDUM OF ASSOCIATION OF THE

COMPANY.

To consider and, if thought fit, to pass with or without modification, the following resolution as an

Ordinary Resolution:

"RESOLVED THAT pursuant to the provisions of Section 61 and other applicable provisions, if any, of

the Companies Act, 2013 and the rules made thereunder read together with the Companies (Share Capital

and Debentures) Rules, 2014 (including any statutory modifications and re-enactment, for the time being in

force), and the articles of association of the Company, and approvals, permissions and sanctions, if any,

required from any authority, the consent of the Members of the Company be and is hereby accorded for

increase in the authorized share capital of the Company from Rs. 12,00,00,000/- (Rupees Twelve Crores

Only) divided into 1,20,00,000 (One Crore Twenty Lakhs Only) equity shares of Rs. 10/- (Rupees Ten

Only) each and that the authorized share capital of the Company is required to be increased to Rs.

15,00,00,000/- (Rupees Fifteen Crores only) divided into 1,50,00,000 (One Crore Fifty Lakhs only) equity

shares of Rs. 10/- (Rupees Ten only) each.

RESOLVED FURTHER THAT pursuant to the provisions of Sections 13, 61 and 64 and other applicable

provisions, if any, of the Companies Act, 2013 and the rules made thereunder (including any statutory

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modifications and re-enactment, for the time being in force), and approvals, permissions and sanctions, if

any, required from any authority, consent of the Members be and is hereby accorded for replacement of the

following new Clause V in place of the existing Clause V of the memorandum of association of the

Company consequent upon increase in authorized share capital:

V. The Authorized Share Capital of the Company is Rs. 15,00,00,000/- (Rupees Fifteen Crores only)

divided into Rs. 1,50,00,000/- (Rupees One Crores Fifty Lakhs Only) equity shares of Rs. 10/- (Rupees Ten

Only) each.

RESOLVED FURTHER THAT any of the Directors and/or Company Secretary of the Company be and

are hereby jointly and/or severally authorized on behalf of the Company, to sign (including digitally sign)

and file necessary e-Forms with the Registrar of Companies, to do all such acts, deeds, matters and things

as in their absolute discretion, they may consider necessary, expedient or desirable while giving effect to

this resolution.

RESOLVED FURTHER THAT any of the Directors of the Company and/or Company Secretary be and

are hereby jointly and/or severally authorized to sign and issue a copy of the above resolution, certified to

be true, to the concerned authorities and parties."

2. TO OFFER, ISSUE AND ALLOT EQUITY SHARES OF THE COMPANY TO INVESTORS

ON PREFERENTIAL BASIS:

To consider and, if thought fit, to give assent or dissent to the following resolution proposed to be passed as

a Special Resolution:

"RESOLVED THAT pursuant to the provisions of Sections 23, 42, 62(1)(c) and other applicable

provisions, if any, of the Companies Act, 2013 read with the Companies (Prospectus and Allotment of

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Securities) Rules, 2014 and the Companies (Share Capital and Debentures) Rules, 2014, and other applicable rules made thereunder (including any statutory modification(s) or re-enactment (s) thereof for the time being in force), and in accordance with the Foreign Exchange Management Act, 1999, as amended or restated ("FEMA"), and rules, circulars, notifications, regulations and guidelines issued under FEMA the extant consolidated Foreign Direct Investment Policy, as amended and replaced from time to time ("FDI Policy") and the Foreign Exchange Management (Non-debt Instruments) Rules, 2019, as amended and applicable if any, Ministry of Finance (Department of Economic Affairs), ("MoF"), Department for Promotion of Industry and Internal Trade, Ministry of Corporate Affairs ("MCA"), the Reserve Bank of India ("RBI"), the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI (ICDR) Regulations"), Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "SEBI Listing Regulations"), Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SEBI Takeover Regulations") and any other applicable laws, rules and regulations, circulars, notifications, clarifications, guidelines issued by the Reserve Bank of India, Ministry of Corporate Affairs, Government of India, the Securities and Exchange Board of India ("SEBI") and BSE Limited where the equity shares of the Company are listed ("Stock Exchange"), or any other authority / body and enabling provisions in the Memorandum and Articles of Association of the Company, and subject to necessary approvals, sanctions, permissions of appropriate statutory / regulatory and / or other authorities and persons, if applicable and subject to such conditions and modifications as may be prescribed by any of them while granting such approvals / sanctions / permissions and or consents, if any, and which may be agreed by the Board of Directors of the Company (hereinafter referred to as "the Board" which term shall be deemed to include any committee(s), which the Board has constituted or may constitute to exercise its powers, including the powers conferred on the Board by this resolution), consent of the Members of the Company be and is hereby accorded, to create, offer, issue and allot at an appropriate time, in one or more tranches on a preferential basis, upto 9,49,172 (Nine Lakhs Forty-Nine Thousand One Hundred and Seventy Two Only) Equity Shares of face value Rs. 10/-(Rupees Ten Only) each ("Equity Shares") for cash at a price of Rs. 230/- (including a premium of Rs. 220/per Equity Share) for an amount upto Rs. 21,83,09,560/- (Rupees Twenty One Crores Eighty-Three Lakhs Nine Thousand Five Hundred and Sixty Only) to the below mentioned Non-Promoters, ("Proposed

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#807 2C, HRBR Layout 1st Block
Banaswadi, Bangalore
Banaswadi, Bangalore 560043
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Allottees"), provided that the minimum price of Equity Shares so issued shall not be less than the price arrived at, in accordance with Chapter V of the SEBI (ICDR) Regulations for preferential issue on such terms and conditions, as are stipulated in the explanatory statement attached and as Board may deemed fit in its absolute discretion;

Sr.	Name of the	Category	No. of	Issue	Amount (in Rs.)
No.	Proposed Allottees		Equity	Price	
			Shares	(in Rs.)	
1.	Sanjiv Dhireshbhai	Non-Promoter	3,47,826	230/-	7,99,99,980
	Shah	Group (Public			
		Shareholder –			
		Indian Resident)			
2.	Pankaj Prasoon	Non-Promoter	27,391	230/-	62,99,930
		Group (Public			
		Shareholder –			
		Indian Resident)			
3.	Porinju Veliyath	Non-Promoter	87,000	230/-	2,00,10,000
		Group (Public			
		Shareholder –			
		Indian Resident)			

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Tota	al		9,49,172		21,83,09,560
		Indian Resident)			
		Shareholder –			
	Balachandar	Group (Public			
11.	Sashikanth	Non-Promoter	43,478	230/-	99,99,940
		Indian Resident)			
		Shareholder –			
		Group (Public			
10.	Atul Gupta	Non-Promoter	43,478	230/-	99,99,940
		Indian Resident)			
		Shareholder –			
		Group (Public			
9.	Rahul Garg	Non-Promoter	43,478	230/-	99,99,940
		Shareholder)			
	Private Limited	Group (Public			
8.	Munisuvrat Venture	Non-Promoter	21,739	230/-	49,99,970
	Limited	Shareholder)			
	Advisors Private	Group (Public			
7.	Aart Corporate	Non-Promoter	86,957	230/-	2,00,00,110
		Shareholder)			
		Group (Public			
6.	Aamara Ventures LLP	Non-Promoter	65,217	230/-	1,49,99,910
		Shareholder)			
	And Services Ltd	Group (Public			
5.	Maple Leaf Trading	Non-Promoter	65,217	230/-	1,49,99,910
	Limited	Shareholder)			
	Securities Private	Group (Public			
4.	Ashika Global	Non-Promoter	1,17,391	230/-	2,69,99,930

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RESOLVED FURTHER THAT in accordance with the provisions of Chapter V of the SEBI (ICDR)

Regulations the "Relevant Date" for the purpose of calculating the floor price for the issue of Equity Shares

be and is hereby fixed as Monday, 20th November 2023 being the date 30 days prior to the date of Extra-

Ordinary General Meeting i.e. Wednesday 20th December 2023.

RESOLVED FURTHER THAT all such Equity Shares to be issued and allotted by the Board shall be

subject to provisions of Memorandum and Article of Association of the Company and shall rank pari passu

in all respect including dividend and voting rights with the existing Equity Shares of the Company.

RESOLVED FURTHER THAT pursuant to the provisions of the Companies Act, 2013, the names of the

Proposed Allottees be recorded for the issue of invitation to subscribe to the Equity Shares and a private

placement offer cum application letter in Form No. PAS-4 be issued to the Proposed Allottees inviting them

to subscribe to the Equity Shares and consent of the Members of the Company be and is hereby accorded

to the issuance of the same to the Proposed Allottees inviting them to subscribe to the Equity Shares.

RESOLVED FURTHER THAT the monies received by the Company from the Proposed Allottees for

application of the Equity Shares pursuant to this preferential issue be kept by the Company in a separate

bank account.

RESOLVED FURTHER THAT the Proposed Allottees shall be required to bring in the entire

consideration for the Equity Shares to be allotted, along with application letter and the consideration for

allotment of Equity shares shall be paid to the Company from the bank accounts of the respective proposed

allottees.

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RESOLVED FURTHER THAT the allotment shall be completed within a period of 15 days from the passing of this resolution, provided that where the allotment of Equity Shares is subject to receipt of any approval or permission from applicable regulatory authorities, the allotment shall be completed within a period of fifteen (15) days from the date of receipt of last of such approvals or permissions.

RESOLVED FURTHER THAT the Equity Shares to be allotted in terms of this resolution shall be made fully paid up at the time of allotment and shall be issued in dematerialized form and shall be subject to lockin for such period as may be prescribed under Regulation 167 of the SEBI (ICDR) Regulations and the Equity Shares so offered, issued and allotted will be listed on Stock Exchanges where the Equity Shares of the Company are listed, subject to the receipt of necessary regulatory permissions and approvals as the case may be.

RESOLVED FURTHER THAT the consideration received for allotment of Equity Shares to the Proposed Allottees shall be kept in separate bank account until utilised for the following purposes:

Nature of Utilisation	Amount (Rs.)	Tentative timeline tutilisation	for	Percentage of total amount to be utilized
				(%)
Supply Chain	1,32,00,000	On or before 31/03/2024		6.05
Research & Development	52,00,000	On or before 30/06/2024		2.38
CAPEX	2,02,00,000	On or before 30/06/2024		9.25
Marketing & Digital	2,00,00,000	On or before 31/03/2024		9.16
Marketing				
Digital / IT Infrastructure	2,00,00,000	On or before 30/06/2024		9.16
Health Services	4,95,00,000	On or before 30/06/2024		22.67

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HR Liabilities	63,00,000	On or before 30/03/2024	2.89
New Talents	2,00,00,000	On or before 30/06/2024	9.16
US Market Investment (AAI & SI)	2,00,00,000	On or before 30/06/2024	9.16
General Corporate Purpose	4,39,09,560	On or before 30/06/2024	20.11
TOTAL	21,83,09,560		100.00

RESOLVED FURTHER THAT not more than 25% of the consideration received for allotment of Equity Shares to the Proposed Allotees shall be utilised for general corporate purposes.

RESOLVED FURTHER THAT for the purpose of giving effect to this Resolution, the Board be and is hereby authorised to do all such acts, deeds, matters and things as it may, in its absolute discretion, deem necessary, desirable or expedient, including without limitation, issuing clarifications, resolving all questions of doubt, effecting any modifications or changes to the foregoing (including modification to the terms of the issue), entering into contracts, arrangements, agreements, documents (including for appointment of agencies, intermediaries and advisors for the Preferential Issue) and to authorize all such persons as may be necessary, in connection therewith and incidental thereto as the Board in its absolute discretion shall deem fit without being required to seek any fresh approval of the Members and to settle all questions, difficulties or doubts that may arise in regard to the offer, issue and allotment of the Equity Shares and listing thereof with the Stock Exchange as appropriate and utilisation of proceeds of the Preferential Issue, open one or more bank accounts in the name of the Company or otherwise, as may be necessary or expedient in connection with the Preferential Issue, apply to Stock Exchange for obtaining of in-principle and listing approval of the Equity Shares and other activities as may be necessary for obtaining listing and trading approvals, file necessary forms with the appropriate authority or expedient in this regard and undertake all such actions and compliances as may be necessary, desirable or expedient for the purpose of giving effect to this resolution in accordance with applicable law including the SEBI (ICDR) Regulations and the SEBI Listing Regulations, take all other steps which may be incidental, consequential, relevant or ancillary in this

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connection and to effect any modification to the foregoing and the decision of the Board shall be final and

conclusive.

RESOLVED FURTHER THAT the Board be and is hereby authorized to cancel the excess issued equity

shares which may remain unsubscribed post allotment.

RESOLVED FURTHER THAT the Board be and is hereby authorized to delegate all or any of the power

herein conferred, to any committee or to one or more Directors or executive of the Company including

making necessary filings with the Stock Exchange and regulatory authorities and execution of any

documents on behalf of the Company and to represent the Company before any governmental authorities

and to appoint consultants, professional advisors and legal advisors to give effect to the aforesaid resolution.

RESOLVED FURTHER THAT all actions taken by the Board in connection with any matter(s) referred

to or contemplated in any of the foregoing resolutions be and are hereby approved, ratified and confirmed

in all respects."

3. TO APPROVE FOR KERALA AYURVEDA EMPLOYEE RESTRICTED STOCK UNIT

PLAN, 2023 ("ESOP 2023") OF THE COMPANY FOR ISSUANCE TO THE EMPLOYEES OF

COMPANY

To consider, and if thought fit, to pass, with or without modifications, the following resolution as a Special

Resolution:

"RESOLVED THAT as per the recommendation of the Nomination and Remuneration

Committee/Compensation Committee and pursuant to the provisions of Section 62(1)(b), Companies Act

2013 read with the Rule 12 of The Companies (Share Capital and Debenture) Rules, 2014 other applicable

provisions, if any, of the Companies Act, 2013 (as amended or re-enacted from time to time) (hereinafter

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Athani post, Ernakulam District, Kerala-683585, India

Corporate Office : #807 2C, HRBR Layout 1st Block

Banaswadi, Bangalore Banaswadi, Bangalore 560043

CIN:L24233KL1992PLC006592

Ph:080 8043760895



referred to as "Act") and subject to the Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021, as amended from time to time, ("SEBI SBEB Regulations") provisions contained in the memorandum of association and the articles of association of the Company, the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other rules, regulations and guidelines of any/ various statutory/ regulatory authority(ies) that are or may become applicable (collectively referred herein as the "Applicable Laws") and pursuant to recommendation of the Board of the Directors and Nomination and Remuneration Committee, consent of the members be and is hereby accorded to approve the grant of stock options under **Kerala Ayurveda Employee Restricted Stock Unit Plan, 2023 ("ESOP 2023")** and the same will be operated by the Board or the Nomination and Remuneration Committee such that the total number of options granted will be 6,66,640 which constitutes 6% of the issued and subscribed share capital of the Company at any time.

RESOLVED FURTHER THAT for the purpose of giving effect to the above resolution, Nomination and Remuneration Committee be and is hereby authorized to do or cause to do, all such acts, deeds, matters and things as it may in its absolute discretion deem fit, necessary, desirable and incidental thereto including settlement of all questions, difficulties or doubts that may arise in relation to the implementation of the ESOP 2023.



RESOLVED FURTHER THAT a copy of the above resolution, certified to be true by any Director and/ or Company Secretary, be forwarded to concerned authorities for necessary actions."

By order of the Board

For Kerala Ayurveda Limited

Sd/-

Jyothi Gulecha

Company Secretary (ACS: 63350)

Registered Office:

VII/415 Nedumbaserry, Athani,

P O Alwaye, Ernakulam, Kerala-683585, India.

Date: 24th November 2023

Place: Kerala

NOTES:

In view of the massive outbreak of the COVID-19 pandemic, social distancing is a norm to be followed, the Government of India, Ministry of Corporate Affairs ("MCA") allowed conducting Extra-Ordinary General Meeting ("EGM") through Video Conferencing ("VC") or Other Audio -Visual Means ("OAVM") and dispended the personal presence of the members at the meeting. Accordingly MCA issued General Circular No. 14/2020 dated 8th April 2020, General Circular No. 17/2020 dated 13th April 2020, followed by General



Circular No. 20/2020 dated 5th May, 2020, General Circular 22/2020 dated 15th June 2020, General Circular No. 33/2020 dated 28th September 2020, General Circular No. 39/2020 dated 31st December 2020, General Circular no. 21/2021 dated December 14, 2021, General Circular No. 02/2021 dated 13th January 2021, General Circular No. 02/2022 dated 5th May 2022, General Circular No. 03/2022 dated 5th May 2022, General Circular No.11/2022 dated 28th December 2022, General Circular No 09/2023 dated 25th September 2023 and all other relevant circulars issued from time to time (collectively referred to as "MCA Circulars") and Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020 read with Circular No. SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021 read with SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated May 13, 2022 read with Circular No. SEBI/HO/CFD/PoD-2/P/CIR/2023/4 dated January 05, 2023, Circular No. SEBI/HO/DDHS/P/CIR- /2023/0164 dated October 06, 2023 issued by the Securities and Exchange Board of India (collectively referred to as "SEBI Circulars") had permitted the holding of the General Meeting ("GM") through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM"), without the physical presence of the Members at a common venue.

- In compliance with the provisions of the Companies Act, 2013 ("Act"), SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("the Listing Regulations") read with aforesaid MCA Circulars, the EGM of the Company is being held through VC / OAVM, hereinafter called as "e-EGM".
- An Explanatory Statement pursuant to Section 102 of the Act, setting out material facts concerning the business under Item No. 1, 2 & 3of the Notice is annexed hereto.
- In accordance with the Secretarial Standard-2 on General Meetings issued by the ICSI read with Clarification / Guidance on applicability of Secretarial Standards-1 and 2 issued by the ICSI, the proceedings of the e-EGM shall be deemed to be conducted at the Registered Office of the Company i.e., VII/415 Nedumbaserry, Athani P O Alwaye Ernakulam - 683585, which shall be the venue of the e-EGM.
- Corporate Members intending to permit their authorised representative(s) to attend the Meeting through Video Conferencing are requested to send to the Company a Certified True Copy of the relevant Board

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Resolution together with the specimen signature(s) of the representative(s) authorised under the Board Resolution to attend and vote on their behalf at the EGM through email - info@keralaayurveda.biz.

- 6. Since this EGM will be held through Video Conferencing ('VC') / Other Audio-Visual Means ('OAVM'), a) Members will not be able to appoint proxies for the meeting. However, in pursuance of Section 112 and Section 113 of the Companies Act, 2013, representatives of the members such as the President of India or the Governor of a State or body corporate can attend the EGM through VC/OAVM and cast their votes through e-voting; and (b) Attendance Slip & Route Map are not being annexed to this Notice.
- 7. In view of the prevailing circumstances due to the COVID-19 pandemic, and also in conformity with the applicable regulatory requirements, the notice of this EGM alongwith its explanatory statement are being sent only by electronic mode to those Members whose e-mail addresses are registered with the Company/ Depositories. Members may please note that this Notice will also be available on the Company's website at https://www.keralaayurveda.biz/ under "Investor Section", websites of the Stock Exchange i.e. BSE Limited at www.bseindia.com. The EGM Notice is also disseminated on the website of CDSL (agency for providing the Remote e-Voting facility and e-voting system during the EGM) i.e., www.evotingindia.com.
- 8. Members who have not registered their e-mail address are requested to register the same in respect of shares held in electronic form with the Depository through their Depository Participant(s) and in respect of shares held in physical form by writing to the Company's Registrar and Share Transfer Agent, M/s. Integrated Registry Management Services Pvt. Ltd. Kences Towers No.1 Ramakrishna Street T Nagar, Chennai 600 017.
- 9. Any person holding shares in physical form or, who acquires shares of the Company and becomes a Member of the Company after sending of the Notice and holding shares as of the cut off, may obtain the login ID and password by sending a request at helpdesk.evoting@cdslindia.com. However, if he/she is already registered with CDSL for remote e-Voting then he/she can use his/her User ID and password for casting the vote.

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10. Members holding shares in single name and physical form are advised to make nomination in respect of

their shareholding in the Company. The Nomination Form SH-13 prescribed by the Government can be

obtained from the Registrar and Transfer Agent or the Secretarial Department of the Company at its

Registered Office.

11. Members are requested to send their correspondence/queries to the Share Transfer Agents, M/s. Integrated

Enterprises (India) Ltd. having office at Kences Towers, 2nd Floor, No.1 Ramakrishna Street, Off North

Usman Road, T Nagar, Chennai 600 017, Ph: 044-28140801 to 03 Fax: 044- 28142479, E-mail:

<u>csdstd@integratedindia.in</u> with a copy to the company's registered office and quote their folio number/client

ID number.

12. Members holding shares in physical form are requested to notify any change in their address to the

Company's Registrar & Share Transfer Agent. Members holding shares in electronic form are requested to

intimate the changes, if any, in their address to respective depository participants only.

13. Shareholders intending to make queries at the EGM on any aspect relating to Notice may register themselves

as speakers by sending an email to companysecretary@keralaayurveda.biz latest by 18th December 2023,

mentioning their name, complete 16 digit demat account no. (DP ID and Client ID) / folio no., e-mail address

and mobile number. The Company reserves the right to restrict the speakers at the EGM to only those

Members who have registered themselves, depending on the availability of time for the EGM.

14. The Company has appointed Mr. Pramod S.M. (FCS Membership No. 7834 and Certificate of Practice

No.13784), Partner, BMP & Co., LLP, Practicing Company Secretaries as the Scrutinizer and Mr. Biswajit

Ghosh, (FCS Membership No. 8750 and Certificate of Practice No. 8239), Partner, BMP & Co., LLP,

Practicing Company Secretaries, as an alternate scrutinizer to Mr. Pramod S.M., to scrutinize the voting and

remote e-voting process in a fair and transparent manner.

15. The Scrutinizer shall, immediately after the conclusion of voting at the e-EGM, unblock the votes cast

through remote e-voting and count the same, and count the votes cast during the e- EGM, and shall may not

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later than 48 hours of conclusion of the e-EGM, a consolidated Scrutinizer's Report of the total votes cast in favor or against, if any, to the Chairman or a person authorised by him in writing, who shall countersign

the same.

16. The Chairman or the person authorized by him in writing shall forthwith on receipt in writing shall forthwith

on receipt of the consolidated Scrutinizer's Report, declare the Results of the voting. The Results declared

along with the Scrutinizer's Report(s) will be available on the website of the Company

https://www.keralaayurveda.biz under Investor Section and CDSL's website www.evotingindia.com and

the communication will be sent to BSE Limited on their respective website - viz. www.bseindia.com.

17. The results of the electronic voting shall be declared to the Stock Exchanges after the EGM. The results

along with the Scrutinizer's Report, shall also be placed on the website of the Company.

18. As per Regulation 40 of the SEBI Listing Regulations, as amended, securities of listed companies can be

transferred only in dematerialized form with effect from 1st April 2019. Request received for transmission

or transposition of securities will also be effected only in dematerialized form. In view of this and to

eliminate all risks associated with physical shares and for ease of portfolio management, members holding

shares in physical form are requested to consider converting their holdings to dematerialized form. Members

can contact the Company or Company's Registrars and Transfer Agents, Integrated for assistance in this

regard.

19. In view of the 'Green Initiatives' introduced by MCA and in terms of the provisions of the Companies Act,

2013, members who are holding shares of the Company in physical mode, are required to register their email

addresses, so as to enable the Company to send all notices/ reports/ documents/ intimations and other

correspondences, etc., through emails in the electronic mode instead of receiving physical copies of the

same. Members holding shares in dematerialized form, who have not registered their email addresses with

Depository Participant(s), are requested to register/update their email addresses with their Depository

Participant(s).

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20. In case of joint holders attending the e-EGM, the Member whose name appears as the first holder in the

order of names as per the Register of Members of the Company will be entitled to vote.

21. Updation of and other details: SEBI vide its Circulars dated 3rd November 2021 and 14th December 2021

mandated furnishing of PAN, KYC details (i.e. postal address with pin code, email address, mobile number,

bank account details) and Nomination details by holders of physical securities through Form ISR-1 available

in the website: https://www.keralaayurveda.biz/

It may be noted that any service request or complaint can be processed only after the folio is KYC

compliant. Accordingly, the Company has sent individual letters to all the Members holding shares of the

Company in physical form for furnishing their PAN, KYC and Nomination details.

Members holding shares of the Company in physical form are requested to go through the requirements

hosted on the website of the Company at https://www.keralaayurveda.biz/ and furnish the requisite

details.

22. All documents referred to in the EGM Notice will be available electronically for inspection by the members,

without payment of any fees, from the date of circulation of this Notice upto the date of EGM, i.e., 20th

December 2023. Members seeking inspection of the aforementioned documents can send an email to

companysecretary@keralaayurveda.biz.

23. In compliance with the aforesaid MCA Circulars, Notice of the e-EGM is being sent only through electronic

mode to those Members whose email addresses are registered with the Company/ Depositories as on 20th

November 2023. Members may note that the Notice has been uploaded on the Company's website at

https://www.keralaayurveda.biz/investor-relationships The Notice can also be accessed from the website

of the Stock Exchange i.e. BSE Limited at www.bseindia.com, and the EGM Notice is also available on the

website of CDSL at www.evotingindia.com (agency for providing the Remote e- Voting Facility).



24. Voting Through Electronic Means

- In compliance with the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended, and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is pleased to provide members facility to exercise their right to vote at this Extra-Ordinary General Meeting (EGM) by electronic means and the business may be transacted through e-voting services provided by Central Depository Services (India) Ltd. (CDSL). The facility of casting the votes by the members using an electronic voting system from a place other than venue of the EGM ("remote e-voting") will be provided by CDSL.
- The Members can join the EGM in the VC/OAVM mode 15 minutes before and after the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice. The facility of participation at the EGM through VC/OAVM will be made available to atleast 1000 members on first come first served basis. This will not include large Shareholders (Shareholders holding 2% or more shareholding), Promoters, Institutional Investors, Directors, Key Managerial Personnel, the Chairpersons of the Audit Committee, Nomination and Remuneration Committee and Stakeholders Relationship Committee, Auditors etc. who are allowed to attend the EGM without restriction on account of first come first served basis.
- The attendance of the Members attending the EGM through Video Conferencing will be counted for the purpose of ascertaining the quorum under Section 103 of the Companies Act, 2013
- The E- voting facility shall also be made available at the meeting and members attending the meeting who have not already cast their vote by remote e-voting shall be able to exercise their right at the meeting; The members who have cast their vote by e-voting prior to EGM may also attend the EGM but shall not be entitled to cast their vote again.
- Once the vote on a resolution is cast by the member, he shall not be allowed to change it subsequently or cast the vote again

1. The Process And Instructions For Remote E-Voting Are As Under:

i. The remote e-voting period begins on Sunday 9:00 a.m. (IST) on 17th December 2023 and ends at Tuesday 5:00 p.m. (IST) on 19th December 2023. The remote e-voting facility will be blocked thereafter. During this

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period shareholders' of the Company, holding shares either in physical form or in dematerialized form, as on Wednesday, 13th December 2023 (being cut off date), may cast their vote electronically. Once the vote on a resolution is cast by the shareholder, the shareholder shall not be allowed to change it subsequently. The e-voting module shall be disabled by CDSL for voting thereafter.

ii. In terms of SEBI circular no. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated December 9, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Type of shareholders	Login Method
Individual Shareholders holding securities in Demat mode with CDSL	Users of who have opted for CDSL's Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The URLs for users to login to Easi / Easiest are https://web.cdslindia.com/myeasi/home/login or www.cdslindia.com and click on Login icon and select New System Myeasi. After successful login the Easi / Easiest user will be able to see the e-Voting Menu. On clicking the e-voting menu, the user will be able to see his/her holdings along with links of the respective e-Voting service provider i.e. CDSL/ NSDL/ KARVY/ LINK INTIME as per information provided by Issuer / Company. Additionally, we are providing links to e-Voting Service Providers, so that the user can visit the e-Voting service providers' site directly.

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If the user is not registered for Easi/Easiest, option to register is available at https://web.cdslindia.com/myeasi./Registration/ EasiRegistration

Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a link in www.cdslindia.com home page. The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be provided links for the respective ESP where the e-Voting is in progress during or before the EGM.

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1) If you are already registered for NSDL IDeAS facility, please visit the e-Services website of NSDL. Open web browser by typing the following URL: https://eservices.nsdl.com either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the "Beneficial Owner" icon under "Login" which is available under 'IDeAS' section. A new screen will open. You will have to enter your User ID and Password. After successful authentication, you will be able to see e-Voting services. Click on "Access to e-Voting" under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider name and you will be re-directed to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

Individual
Shareholders
holding
securities in
demat mode
with NSDL

- 2) If the user is not registered for IDeAS e-Services, option to register is available at https://eservices.nsdl.com. Select "Register Online for IDeAS "Portal or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp
- Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section. A new screen will open. You will have to enter your User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting

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Individual You can also login using the login credentials of your demat account through Shareholders your Depository Participant registered with NSDL/CDSL for e-Voting (holding facility. After successful login, you will be able to see e-Voting option. Once you click on e-Voting option, you will be redirected to NSDL/CDSL securities in demat mode) Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider name and you login through will be redirected to e-Voting service provider's website for casting your their **Depository** vote during the remote e-Voting period or joining virtual meeting & voting **Participants** during the meeting.

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. CDSL and NSDL

Login type	Helpdesk details			
Individual Shareholders holding securities in Demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at 022- 23058738 and 22-23058542-43.			
Individual Shareholders holding securities in Demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at toll free no.: 1800 1020 990 and 1800 22 44 30			

iii. Login method for e-Voting and joining virtual meeting for shareholders other than individual shareholders & physical shareholders.

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- 1) The shareholders should log on to the e-voting website www.evotingindia.com.
- 2) Click on "Shareholders" module.
- 3) Now enter your User ID
- a. For CDSL: 16 digits beneficiary ID,
- b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
- c. Shareholders holding shares in Physical Form should enter Folio Number registered with the Company.
- 4) Next enter the Image Verification as displayed and Click on Login.
- 5) If you are holding shares in DEMAT form and had logged on to www.evotingindia.com and voted on an earlier e-voting of any company, then your existing password is to be used.

If you are a first-time user, follow the steps given below:

	For Shareholders holding shares in Demat Form other than individual and Physical				
	Form				
PAN	Enter your 10-digit alpha-numeric *PAN issued by Income Tax Department (Applicable				
	for both demat shareholders as well as physical shareholders)				
	Shareholders who have not updated their PAN with the Company/Depository Participant				
	are requested to use the sequence number sent by Company/RTA or contact				
	Company/RTA.				
Dividend	Enter the Dividend Bank Details or Date of Birth (in dd/mm/yyyy format) as recorded in				
Bank	your demat account or in the company records in order to login.				
Details	If both the details are not recorded with the depository or company, please enter the				
OR Date	member id / folio number in the Dividend Bank details field as mentioned in instruction				
of Birth	(v).				
(DOB)					

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iv. After entering these details appropriately, click on "SUBMIT" tab.

v. Shareholders holding shares in physical form will then directly reach the Company selection screen.

However, shareholders holding shares in demat form will now reach 'Password Creation' menu wherein

they are required to mandatorily enter their login password in the new password field. Kindly note that this

password is to be also used by the demat holders for voting for resolutions of any other company on which

they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly

recommended not to share your password with any other person and take utmost care to keep your password

confidential.

vi. For shareholders holding shares in physical form, the details can be used only for e-voting on the resolutions

contained in this Notice.

Click on the EVSN231125002 for the relevant company (Kerala Ayurveda Limited) on which you choose

to vote.

vii.

viii.

On the voting page, you will see "RESOLUTION DESCRIPTION" and against the same the option

"YES/NO" for voting. Select the option YES or NO as desired. The option YES implies that you assent to

the Resolution and option NO implies that you dissent to the Resolution.

ix. Click on the "RESOLUTIONS FILE LINK" if you wish to view the entire Resolution details.

x. After selecting the resolution, you have decided to vote on, click on "SUBMIT". A confirmation box will

be displayed. If you wish to confirm your vote, click on "OK", else to change your vote, click on "CANCEL"

and accordingly modify your vote.

xi. Once you "CONFIRM" your vote on the resolution, you will not be allowed to modify your vote.



- xii. You can also take a print of the votes cast by clicking on "Click here to print" option on the Voting page.
- xiii. If a DEMAT account holder has forgotten the login password, then Enter the User ID and the image verification code and click on Forgot Password & enter the details as prompted by the system.
- xiv. Facility for Non Individual Shareholders and Custodians Remote Voting
 - Non-Individual shareholders (i.e., other than Individuals, HUF, NRI etc.) and Custodians are required to log on to www.evotingindia.com and register themselves in the "Corporates" module.
 - A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.
 - After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
 - The list of accounts linked in the login should be mailed to helpdesk.evoting@cdslindia.com and on approval of the accounts they would be able to cast their vote.
 - A scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.

Alternatively, Non Individual shareholders are required to send the relevant Board Resolution/ Authority letter etc. together with attested specimen signature of the duly authorized signatory who are authorized to vote, to the Scrutinizer and to the Company at the email address viz, info@keralaayurveda.biz if they have voted from individual tab & not uploaded same in the CDSL e-voting system for the scrutinizer to verify the same.

xv. In case All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, Manager, (CDSL) Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatlal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to helpdesk.evoting@cdslindia.com or call on 022-23058542/43.



ANNEXURE TO THE NOTICE

EXPLANATORY STATEMENT PURSUANT TO SECTION 102(1) OF THE COMPANIES ACT, 2013

As required by Section 102 of the Companies Act, 2013 (the "Act"), and the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 (the "SEBI ICDR Regulations") the following Explanatory Statement sets out all material facts relating to the business mentioned under Item No. 1, 2 & 3 of the accompanying Notice dated 24th November 2023:

ITEM NO. 1: INCREASE IN AUTHORIZED SHARE CAPITAL AND CONSEQUENT AMENDMENT IN THE CAPITAL CLAUSE OF THE MEMORANDUM OF ASSOCIATION OF COMPANY.

In order to ensure future augment capital for smooth operations of the company, the company needs to raise additional funds and for which it was proposed to increase the authorized capital of the company from the existing capital.

Hence the Board of Directors of the Company (Board), vide its resolution dated 24th November 2023 had proposed to increase the authorized share capital of the Company. Pursuant to Sections 61(1)(a) and 64(1)(a)

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of the Companies Act, 2013, the members of the Company must accord their consent to the proposed

increase in the authorized share capital.

Accordingly, the Board recommends the Ordinary Resolution as set out in Item No. 1 of the Notice for the

approval of the members.

None of the Directors /Key Managerial Personnel of the Company/their relatives are, in any way, concerned

or interested, financially or otherwise, in the proposed resolution, as set out in Item No. 1 of the Notice

ITEM NO. 2: TO OFFER, ISSUE AND ALLOT EQUITY SHARES OF THE COMPANY TO

INVESTORS ON PREFERENTIAL BASIS:

The Board in their Meeting held on 24th November 2023, subject to necessary approval(s), had approved to

offer, issue and allot equity shares of the Company to proposed allottees on preferential basis.

In accordance with Sections 23, 42 and 62(1)(c) and other applicable provisions of the Companies Act, 2013

(the "Act") and the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share

Capital and Debentures) Rules, 2014 and other applicable rules made thereunder (including any statutory

modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the SEBI

ICDR Regulations and the Securities and Exchange Board of India (Listing Obligations and Disclosure

Requirements) Regulations, 2015 (the "SEBI Listing Regulations"), as amended from time to time,

approval of shareholders of the Company by way of special resolution is required to issue of upto 9,49,172

(Nine Lakhs Forty-Nine Thousand One Hundred and Seventy-Two Only) Equity Shares of face value Rs.

10/- (Rupees Ten Only) each ("Equity Shares") for cash at a price of Rs. 230/- (including a premium of

Rs. 220/- per Equity Share) for an amount upto Rs. 21,83,09,560/- (Rupees Twenty-One Crores Eighty-

Three Lakhs Nine Thousand Five Hundred and Sixty Only) below persons, non-promoters to whom the

shares to be allotted on Preferential basis;

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Sr.	Name of the Proposed	Category	No. of	Issue	wellness, Amount (in
No.	Allottees		Equity	Price	Rs.)
			Shares	(in Rs.)	
1.	Sanjiv Dhireshbhai	Non-Promoter	347826	230/-	7,99,99,980
	Shah	Group (Public			
		Shareholder –			
		Indian Resident)			
2.	Pankaj Prasoon	Non-Promoter	27,391	230/-	62,99,930
		Group (Public			
		Shareholder –			
		Indian Resident)			
3.	Porinju Veliyath	Non-Promoter	87,000	230/-	2,00,10,000
		Group (Public			
		Shareholder –			
		Indian Resident)			
4.	Ashika Global	Non-Promoter	1,17,391	230/-	2,69,99,930
	Securities Private	Group (Public			
	Limited	Shareholder)			
5.	Maple Leaf Trading	Non-Promoter	65,217	230/-	1,49,99,910
	And Services Ltd	Group (Public			
		Shareholder)			
6.	Aamara Ventures LLP	Non-Promoter	65,217	230/-	1,49,99,910
		Group (Public			
		Shareholder)			
7.	Aart Corporate	Non-Promoter	86,957	230/-	2,00,00,110
	Advisors Private	Group (Public			
	Limited	Shareholder)			
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8.	Munisuvrat Venture	Non-Promoter	21,739	230/-	49,99,970
	Private Limited	Group (Public			
		Shareholder)			
9.	Rahul Garg	Non-Promoter	43,478	230/-	99,99,940
		Group (Public			
		Shareholder –			
		Indian Resident)			
10.	Atul Gupta	Non-Promoter	43,478	230/-	99,99,940
		Group (Public			
		Shareholder –			
		Indian Resident)			
11.	Sashikanth Balachandar	Non-Promoter	43,478	230/-	99,99,940
		Group (Public			
		Shareholder –			
		Indian Resident)			
Total	Total				21,83,09,560

Necessary information or details in respect of the proposed Preferential Issue of Equity Shares in terms of Section 42 and 62(1)(c) of the Companies Act, 2013 read with Rule 14(1) of the Companies (Prospectus and Allotment of Securities) Rules, 2014 and Chapter V of the SEBI (ICDR) Regulations are as under:

1. Particulars of the offer including date of passing of the Board resolution, kind of securities offered, total/maximum number of securities to be issued and the Issue Price:

The Board of Directors of the Company at their meeting held on Friday, 24th November 2023, subject to the approval of the Members of the Company ("**Members**") and such other approvals as may be required, had approved the issue of Equity shares having face value of Rs. 10/- (Rupees Ten Only) on a preferential basis, for cash consideration, in the following manner:

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Sr.	Name of the	PAN	No. of	Issue	Amount (in Rs.)
No.	Proposed Allottees		Equity	Price	
			Shares	(in Rs.)	
1.	Sanjiv Dhireshbhai	ADGPS0244P	347826	230/-	7,99,99,980
	Shah				
2.	Pankaj Prasoon	AJCPP8912F	27,391	230/-	62,99,930
3.	Porinju Veliyath	AADPP6420G	87,000	230/-	2,00,10,000
4.	Ashika Global	AACCA7158A	1,17,391	230/-	2,69,99,930
	Securities Private				
	Limited				
5.	Maple Leaf Trading	AAFCS7268C	65,217	230/-	1,49,99,910
	And Services Ltd				
6.	Aamara Ventures LLP	ABXFA4545N	65,217	230/-	1,49,99,910
7.	Aart Corporate	AAUCA8752E	86,957	230/-	2,00,00,110
	Advisors Private				
	Limited				
8.	Munisuvrat Venture	AACCG4222D	21,739	230/-	49,99,970
	Private Limited				
9.	Rahul Garg	AETPG6253N	43,478	230/-	99,99,940
10.	Atul Gupta	AFEPG7491L	43,478	230/-	99,99,940
11.	Sashikanth	AADPB5742M	43,478	230/-	99,99,940
	Balachandar				
Tota	l	ı	9,49,172		21,83,09,560

The terms and conditions of the Preferential Issue of the Equity Shares are as stated in the Resolution No. 2.

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2. Objects of the Preferential Issue:

The Company shall utilise the proceeds of the preferential issue of Equity Shares in the following manner (wherein it shall not utilise more than 25% of the consideration received for allotment of Equity Shares for general corporate purpose):-

Nature of Utilisation	Amount (Rs.)	Tentative timeline for	Percentage
		utilisation	of total
			amount to
			be utilized
			(%)
Supply Chain	1,32,00,000	On or before 31/03/2024	6.05
Research & Development	52,00,000	On or before 30/06/2024	2.38
CAPEX	2,02,00,000	On or before 30/06/2024	9.25
Marketing & Digital	2,00,00,000	On or before 31/03/2024	9.16
Marketing			
Digital / IT Infrastructure	2,00,00,000	On or before 30/06/2024	9.16
Health Services	4,95,00,000	On or before 30/06/2024	22.67
HR Liabilities	63,00,000	On or before 30/03/2024	2.89
New Talents	2,00,00,000	On or before 30/06/2024	9.16
US Market Investment	2,00,00,000	On or before 30/06/2024	9.16
(AAI & SI)			
General Corporate	4,39,09,560	On or before 30/06/2024	20.11
Purpose			
TOTAL	21,83,09,560		100.00

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3. Relevant Date:

In terms of the provisions of Chapter V of the SEBI (ICDR) Regulations, relevant date for determining the

floor price for the Preferential Issue of the Equity Shares is 20th November 2023, being the date 30 days

prior to the date of this Extra-Ordinary General Meeting i.e., 20th December 2023.

4. Basis on which the price has been arrived at and justification for the price (including premium, if

any) and Name and Address of the valuer who performed Valuation:

The Equity Shares of the Company are listed on BSE Limited and are frequently traded in accordance with

the SEBI (ICDR) Regulations. Hence, the same has been considered in accordance with the SEBI (ICDR)

Regulations for the purpose of computation of the floor price. Accordingly, the floor price in terms of

Regulation 164 of the SEBI (ICDR) Regulation, is Rs. 299.01/- (Rupees Two Hundred and Ninety-Nine

and Zero One paisa only) per Equity Share, being higher of the following:

a) the 90 (Ninety) trading days volume weighted average price of the Equity Shares of the Company quoted

on BSE, preceding the Relevant Date, is Rs. 170.10/- (Rupees One Hundred and Seventy and Ten paisa

only) per Equity Share; or

b) the 10 (Ten) trading days volume weighted average price of the Equity Shares of the Company quoted on

the BSE, preceding the Relevant Date, i.e., Rs. 299.01/- (Rupees Two Hundred and Ninety- Nine and Zero

One paisa only) per Equity Share.

Further, Articles of Association of the Company doesn't provide for any method of determination for

valuation of shares which results in Floor Price higher than determined price pursuant to SEBI (ICDR)

Regulations.

Hence, the floor price in terms of Regulation 164 and read with Regulation 164A of the SEBI (ICDR)

Regulations shall be Rs. 299.01/- (Rupees Two Hundred and Ninety- Nine and Zero One paisa only) per

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Equity Share. However, the issue price as decided by the management is Rs. 230/- (Rupees Two Hundred

and Thirty Rupees Only) per equity share including premium of Rs. 220/- (Rupees Two Hundred and

Twenty Rupees Only) per share.

The issue price shall be subject to appropriate adjustments in the cases specified under Regulation 166 of

the SEBI (ICDR) Regulations.

5. Amount which the Company intends to raise by way of such securities:

The Company intends to raise Rs. 21,83,09,560/- (Rupees Twenty-One Crores Eighty-Three Lakhs Nine

Thousand Five Hundred and Sixty Only).

6. Intent of the Promoters, Directors, Key Managerial Personnel or Senior Management of the

Company to subscribe to the Preferential Issue:

None of the Promoters, Directors, Key Managerial Personnel or Senior Management or their relatives intend

to subscribe to any Equity Shares pursuant to the Preferential Issue.

7. Time frame within which the Preferential Issue shall be completed:

As required under the SEBI (ICDR) Regulations, the Equity Shares shall be allotted by the Company within

a period of 15 days from the date of passing of Resolution as provided in Item No. 2 of this Notice, provided

that where the allotment of the proposed Equity Shares is pending on account of receipt of any approval or

permission from any regulatory authority or Government of India, the allotment shall be completed within

a period of 15 days from the date of receipt of last of such approvals or permissions.

8. Name of the proposed allottees, class and percentage of post Preferential Issue capital that may be

held by them:

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Sr.	Name of the Proposed	Class	Pre-Issue Sh	nareholding	Post Issue S	hareholding
No.	Allottees		No. of	% of Share	No. of	% of Share
			Shares	holding	Shares	holding
1.	Sanjiv Dhireshbhai Shah	Equity Share	0	0	3,47,826	2.88
2.	Pankaj Prasoon	Equity Share	0	0	27,391	0.23
3.	Porinju Veliyath	Equity Share	5,36,000	4.82	6,23,000	5.17
4.	Ashika Global Securities Private Limited	Equity Share	0	0	1,17,391	0.97
5.	Maple Leaf Trading And Services Ltd	Equity Share	0	0	65,217	0.54
6.	Aamara Ventures LLP	Equity Share	0	0	65,217	0.54
7.	Aart Corporate Advisors Private Limited	Equity Share	0	0	86,957	0.72
8.	Munisuvrat Venture Private Limited	Equity Share	0	0	21,739	0.18
9.	Rahul Garg	Equity Share	0	0	43,478	0.36
10.	Atul Gupta	Equity Share	0	0	43,478	0.36
11.	Sashikanth Balachandar	Equity Share	1,08,552	0.98	1,52,030	1.26
TOT	AL		6,44,552		15,93,724	

9. Contribution being made by the promoters or Directors either as part of the offer or separately in furtherance of objects-

No Contribution is being made by the promoters of the Company or Directors as part of the offer or separately in furtherance of its objects.

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10. Principle terms of assets charged as securities.

Not Applicable

11. Shareholding pattern of the Company before and after the Preferential Issue:

The shareholding pattern of the Company giving the position as on the latest available BENPOS dated 17th November 2023 being the latest practicable date prior to the approval of Board of Directors of the Company and issuance of notice to the Members of the Company is provided as **Annexure "A"** to the Notice.

12. Identity of the natural persons who are the ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees, the percentage of post preferential issue capital that may be held by them and change in control, if any, in the issuer consequent to the Preferential Issue:

Sr. No	Name of the Propose d Allottees	Ultimate Beneficial Owner	Category of the allottees	PAN of the Allott ees	Pre- issue Equity holdin g	Percenta ge (%) of Equity Shares held Pre- Issue	No. of Equity Shares to be allotted	Post issue Equity Holding	Percen tage (%) of Equity Shares held post issue
1.	Sanjiv Dhireshb hai Shah	Not Applicable	Non- Promoter Group (Public Sharehold	ADG PS024 4P	0	0	3,47,826	3,47,826	2.88

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		wellness, naturally					turally		
			er –						
			Indian						
			Resident)						
2.	Pankaj	Not	Non-	AJCP	0	0	27,391	27,391	0.23
	Prasoon	Applicable	Promoter	P8912					
			Group	F					
			(Public						
			Sharehold						
			er –						
			Indian						
			Resident)						
3.	Porinju	Not	Non-	AAD	5,36,0	4.82	87,000	6,23,000	5.17
	Veliyath	Applicable	Promoter	PP642	00				
			Group	0G					
			(Public						
			Sharehold						
			er –						
			Indian						
			Resident)						
4.	Ashika	Pawan	Non-	AAC	0	0	1,17,391	1,17,391	0.97
	Global	Jain,Daulat	Promoter	CA71					
	Securities	Jain, Shashi	Group	58A					
	Private	Jain, Roshni	(Public						
	Limited	Jain	Sharehold						
			er)						
5.	Maple	Nirmal	Non-	AAFC	0	0	65,217	65,217	0.54
	Leaf	Suchanti	Promoter	S7268					
	Trading	HUF	Group	С					
			•	•	•	•	•	•	

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Banaswadi, Bangalore 560043
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						wellness, naturally			
	And		(Public						
	Services		Sharehold						
	Ltd		er)						
6.	Aamara	Kishore	Non-	ABXF	0	0	65,217	65,217	0.54
	Ventures	Shah,	Promoter	A454					
	LLP	Mridul	Group	5N					
		Shah	(Public						
			Sharehold						
			er)						
7.	Aart	Anurag Jain	Non-	AAU	0	0	86,957	86,957	0.72
	Corporat	Tarun C	Promoter	CA87					
	e	Jain	Group	52E					
	Advisors		(Public						
	Private		Sharehold						
	Limited		er)						
8.	Munisuvr	Seema	Non-	AAC	0	0	21,739	21,739	0.18
	at	Kothari	Promoter	CG42					
	Venture	Anurag Jain	Group	22D					
	Private		(Public						
	Limited		Sharehold						
			er)						
9.	Rahul	Not	Non-	AETP	0	0	43,478	43,478	0.36
	Garg	Applicable	Promoter	G625					
			Group	3N					
			(Public						
			Sharehold						
			er –						
9.	Venture Private Limited Rahul	Anurag Jain Not	Group (Public Sharehold er) Non- Promoter Group (Public Sharehold	AETP G625	0	0	43,478	43,478	0.36

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			Indian					weilliess, ila	
			Resident)						
10.	Atul	Not	Non-	AFEP	0	0	43,478	43,478	0.36
	Gupta	Applicable	Promoter	G749					
			Group	1L					
			(Public						
			Sharehold						
			er –						
			Indian						
			Resident)						
11.	Sashikant	Not	Non-	AAD	1,08,5	0.98	43,478	1,52,030	1.26
	h	Applicable	Promoter	PB57	52				
	Balachan		Group	42M					
	dar		(Public						
			Sharehold						
			er –						
			Indian						
			Resident)						

13. Change in Control or Management, if any, that would occur in the Company consequent to the Preferential Issue:

There shall be no change in management or control of the Company pursuant to the aforesaid issue of Equity Shares. However, the percentage of shareholding and voting rights exercised by the shareholders of the Company will change in accordance with the change in the shareholding pattern pursuant to the Preferential Issue.

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14. Justification for offer being made for consideration other than cash together with the valuation report of the Registered Valuer:

Not applicable.

15. Number of persons to whom allotment on preferential basis has already been made during the year, in terms of number of securities as well as price:

The Company had allotted Equity shares on preferential basis during the financial year 2023-2024 to the following investor:

Name of the allottee		Type and number		Total	
		of Securities		consideration	
					(Rs.)
Katra	Phytochem	(India)	5,55,000	Equity	6,94,91,550
Private	Limited		Shares		

16. Lock-in Period:

The Equity Shares shall be locked-in for such period as may be specified under chapter V of the SEBI (ICDR) Regulations.

The entire pre-preferential allotment shareholding of the above Allottees shall be locked-in from the Relevant Date up to a period of six months from the date of allotment of the Equity Shares as per the ICDR Regulations.

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17. Listing:

The Company will make an application to the Stock Exchange, BSE Limited, at which the existing shares

of the Company are listed, for listing of the equity shares. Such equity shares, once allotted, shall rank

pari-passu with the existing equity shares of the Company in all respects, including dividend and voting

rights.

18. The current and proposed status of the allottee(s) post the preferential issues namely, promoter or

non-promoter:

All the proposed allotees belong to non-promoter category.

19. Practicing Company Secretary Certificate:

The certificate from BMP & Co. LLP, Practicing Company Secretary, having its office at #4272, Saptagiri,

2nd Floor, Vivekananda Park Road, Near Seetha Circle, Girinagar, Bengaluru- 560085, certifying that the

Preferential Issue is being made in accordance with the requirements contained in the SEBI (ICDR)

Regulations shall be available for inspection by the Members during the Meeting and will also be made

available on the Company's website and will be accessible at link: https://www.keralaayurveda.biz/investor-

relationships.

20. Material terms of the proposed Preferential Issue of the Equity Shares:

The material terms of the proposed preferential issue of Equity Shares are stipulated in the special

resolution as set out in Item No. 2 of this Notice.

21. Other disclosures:

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a) Neither the Company nor its Directors or Promoters have been declared as wilful defaulter or fraudulent borrower as defined under the Schedule VI of SEBI (ICDR) Regulations. None of its Directors or Promoter

is a fugitive economic offender as defined under the SEBI (ICDR) Regulations;

b) The Company is eligible to make the Preferential Issue under Chapter V of the SEBI (ICDR) Regulations;

c) As the Equity Shares have been listed for a period of more than 90 trading days as on the Relevant Date,

the provisions of Regulation 164(3) of SEBI (ICDR) Regulations governing re-computation of the price of

shares shall not be applicable;

d) The Company shall re-compute the price of the Equity Shares to be allotted under the Preferential Issue in

terms of the provisions of SEBI (ICDR) Regulations where it is required to do so.

e) If the amount payable on account of the re-computation of price is not paid within the time stipulated in the

SEBI (ICDR) Regulations, the Equity Shares to be allotted under the Preferential Issue shall continue to be

locked-in till the time such amount is paid by the Proposed Allottees.

f) The Company is in compliance with the conditions for continuous listing of Equity Shares as specified in

the listing agreement with the Stock Exchange (i.e., BSE Limited) and the SEBI Listing Regulations, as

amended and circulars and notifications issued by the SEBI thereunder.

g) The proposed allottees have not sold or transferred any Equity Shares during 90 (Ninety) trading days

preceding the relevant date.

Accordingly, the approval of the Members of the Company is hereby sought by way of special resolution

for authorizing the Board of Directors of the Company to create, offer, issue and allot Equity Shares of the

Company as specifically described in the resolutions set out at Item No. 2 of this Notice.

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In terms of Rule 14(2) of the Companies (Prospectus and Allotment of Securities) Rules, 2014, a company can make a private placement of its securities under the Companies Act, 2013 only after the approval of its shareholders by way of a special resolution has been obtained. Further in terms of Regulations 160 of SEBI (ICDR) Regulations, a special resolution needs to be passed by shareholders of a listed company to issue

Equity shares on preferential basis.

The documents referred to in the Notice, for which this shareholder's approval is being obtained, will be

available electronically for inspection on website link https://www.keralaayurveda.biz/investor-

relationships. Members seeking to inspect such documents can send an email to

investor@keralaayurveda.biz

The Board of Directors believe that the proposed issue is in the best interest of the Company and its Members

and therefore recommends the Special Resolution as set out in the Item No. 2 in the accompanying notice

for approval by the Members.

The Board believes that the abovementioned proposals are in the interest of the Company and accordingly,

recommends the special resolutions set out at Item No. 2 of this Notice for the approval of the Members.

None of the Directors, Key Managerial Personnel or their respective relatives are, in any way, concerned

or interested, financially or otherwise in the said resolution, except to the extent of their shareholding, if

any, in the Company.

ITEM NO. 3: <u>APPROVAL FOR KERALA AYURVEDA EMPLOYEE RESTRICTED STOCK</u>

UNIT PLAN, 2023 ("ESOP 2023") OF THE COMPANY FOR ISSUANCE TO THE EMPLOYEES

OF COMPANY

As the shareholders are aware, stock options have long been recognized as an effective instrument to attract

and retain the key critical talent in an increasingly competitive environment. This ESOP scheme will help

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to align the senior stakeholders to drive the Company's Vision and a high-performance culture by being the shareholders and having an opportunity to maximize wealth creation.

With the above objective and based on the recommendation of the Nomination Remuneration and Compensation Committee of the Company and subject to the approval of the Shareholders of the Company, the Board of Directors of the Company pursuant to the provisions of Section 62 and other applicable provisions, if any, of the Companies Act, 2013 (the "Act") and the Companies (Share Capital and Debenture) Rules, 2014 and Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 ("SBEB & SE Regulations") and other applicable laws, at their meeting held on 24th November 2023 approved introduction and implementation of Kerala Ayurveda Employee Restricted Stock Unit Plan, 2023 ("ESOP 2023") scheme. The ESOP scheme has been formulated in accordance with the applicable laws.

Therefore, approval of Members is sought by way of a Special Resolution for Item No.03 of the accompanying Notice, for authorizing the Board to adopt the ESOP 2023 and do all such acts, matters, deeds, and things and to take all steps and do all things and give such directions as may be required, necessary, expedient, incidental or desirable for giving effect to the adoption of the ESOP 2023.

A draft of the ESOP Plan 2023 shall be available for inspection at the corporate office of the Company.

Details of the key points of the ESOP 2023 are provided below:

Sr. No	Particulars	Details
	brief description of the scheme	ESOP 2023 contemplates granting
		employee stock options to the eligible
		employees and Directors of the
		Company and its subsidiaries, as may
		be determined in due compliance of

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extant law and provisions of ESOP 2023. After vesting of Options, the option grantee earns a right (but not obligation) to exercise the vested options within the exercise period and obtain equity shares of the Company subject to payment of exercise price and satisfaction of any tax obligation arising thereon.

The Nomination and Remuneration Committee ("Committee") of the Company shall supervise ESOP 2023

The total number of options, SARs, shares or benefits, as the case may be, to be offered and granted

Subject to the limits specified in the SEBI (SHARE BASED EMPLOYEE BENEFITS AND SWEAT EQUITY) REGULATIONS, 2021 (SBEB Regulations), the maximum number of Options that may be granted to an Eligible Employee shall not exceed (i) one percent of the issued capital of the Company at the time of grant of options during any one year; and (ii) 1,11,106 in aggregate.

The Nomination and Remuneration Committee may decide to grant such number of Options equal to or exceeding 1% of the issued share

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	capital of the Company to any eligible
	Employee as the case may be, subject
	to the separate approval of the
	Shareholders in a general meeting.
identification of classes of employees	Following classes of employees are
entitled to participate and be	entitled to participate in the ESOP
beneficiaries in the scheme	2023:
	<i>'Eligible Employee'</i> means the
	Employees as may be determined to
	be eligible to be Granted Employee
	Stock Options under the ESOP 2023 by
	the Board/ Nomination and
	Remuneration Committee, in
	accordance with Applicable Laws.
	'Employee' shall have the meaning
	given to the term under Applicable
	Laws, including the SEBI SBEB
	Regulations.
Requirements of vesting and period	Vesting of Options would be subject
of vesting	to:
_	continued / uninterrupted
	employment with the Company and
	thus the Options would Vest on
	passage of time, and continued

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employment of the Eligible Employee with the Company, subject to completion of a minimum period of 1 (One) year from the date of the Grant of Option;

and / or

the Company achieving such valuation, to the extent applicable and as may be set out in the Letter of Grant.

Options Granted under this ESOP 2023 would Vest in the manner decided by the Committee and specified in the Grant Letter, and in any event not earlier than 1 (one) year from the date of Grant of such Options and no later than a period of 4 years from the Grant Date.

Maximum period (subject to regulation 18(1) and 24(1) of these regulations, as the case may be) within which the options #SARs/benefits shall be vested

Options Granted under this Plan would Vest in the manner decided by the Committee and specified in the Grant Letter, and in any event not earlier than 1 (one) year from the date

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	of Grant of such Options and no later
	than a period of 4 years from the
	Grant Date. For the avoidance of
	doubt, it is clarified that Vesting of
	Options would be a function of
	achievement of performance criteria
	or any other criteria as may be
	specified by the Committee and
	communicated in the Grant Letter.
The exercise price, SAR price,	'Exercise Price' shall be the face value
purchase price or pricing formula;	of the equity shares of the Company
	from time to time.
	The Exercise Price shall be paid in full
	upon the exercise of the Vested
	Options. The payment of Exercise
	Price and applicable taxes, if any, in
	respect of exercise of the Options
	shall be made by the Grantee to the
	Company, as the Committee or the
	Company, may prescribe, at the time
	of Exercise.
exercise period/offer period and	'Exercise Period' in relation to an
process of exercise/acceptance of	Option shall mean the time period
offer;	specified in the Grant Letter with
	respect to such Options, within which

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a Grantee is required to apply for Exercise of such Options after Vesting or as may be decided by the Committee from time to time.

Exercise of the Options shall take place at the time, and manner prescribed by the Committee and by executing such documents as may be required under the Applicable Laws to pass a valid title to the relevant Equity Shares to the Grantee, free and clear of any liens, encumbrances and transfer restrictions save for those set out therein.

An Option shall be deemed to be exercised only when the Committee receives written or electronic notice of Exercise along with requisite details and the Exercise Price along with applicable taxes, if any, from the Grantee/persons entitled to exercise the Option.

On Exercise, the Grantee can subscribe to/ acquire the Shares on full payment of the Exercise Price and

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	applicable taxes, if any, required to be
	deducted/collected by the Company
	in respect of exercise of the Options,
	and the Company shall allot/ transfer
	the Shares to the Grantee.
	Notwithstanding anything else
	contained in this Plan, if the Grantee
	does not Exercise his Vested Options
	within the time specified the Grant
	Letter and this Plan, the Options shall
	stand lapsed.
the appraisal process for determining	As determined by the Nomination and
the eligibility of employees for the	Remuneration Committee
scheme(s);	
maximum number of options, SARs,	Subject to the limits specified in the
shares, as the case may be, to be	SEBI SBEB Regulations, the maximum
offered and issued per employee and	number of Options that may be
in aggregate, if any;	granted to an Eligible Employee shall
	not exceed
	one percent. of the issued capital of
	the Company at the time of grant of
	options during any one year ;
	and
	1,11,106 in aggregate.

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		The Nomination and Remuneration
		Committee may decide to grant such
		number of Options equal to or
		exceeding 1% of the issued share
		capital of the Company to any eligible
		Employee as the case may be, subject
		to the separate approval of the
		Shareholders in a general meeting.
•	maximum quantum of benefits to be	Determined by the Nomination and
	provided per employee under a	Remuneration Committee.
	scheme(s);	
		The maximum number of Equity
		Shares that may be issued pursuant to
		exercise of all Options granted
		6,66,640 to the Eligible Employees
		under this Plan shall not exceed 6% of
		the total paid-up capital of the
		Company as on 24th November 2023
		1,11,10,670 equity shares of face
		value Rs.10.
•	whether the scheme(s) is to be	the ESOP 2023 Plan shall be
	implemented and administered	administered by the Nomination and
	directly by the company or through a	Remuneration Committee (subject to
	trust;	compliance with Regulation 19 of the
		Securities and Exchange Board of
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		Disclosure Requirements)
		Regulations, 2015, as amended from
		time to time), which may delegate its
		duties and powers in whole or in part
		as it determines.
	whether the scheme(s) involves new	NA
	issue of shares by the company or	
	secondary acquisition by the trust or	
	both;	
	the amount of loan to be provided for	NA
	implementation of the scheme(s) by	
	the company to the trust, its tenure,	
	utilization, repayment terms, etc	
•	maximum percentage of secondary	NA
	acquisition (subject to limits specified	
	under the regulations) that can be	
	made by the trust for the purposes of	
	the scheme(s)	
•	a statement to the effect that the	The Company shall comply with the
	company shall conform to the	accounting policies and disclosure
	accounting policies specified in	policies prescribed under the SEBI
	regulation 15;	Regulations in connection with Grant
		and Exercise of Options.
•	the method which the company shall	'Fair Market Value' shall mean: (i) for
	use to value its options or SARs	grants prior to the IPO, value as
		determined by an independent
	L	ı

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valuer, appointed by the Board / Committee; (ii) for grants post IPO, the latest available closing price, prior to the date of the Board meeting, in which Options are granted, on the stock exchange on which the Equity Shares of the Company are listed. The value which Board/ Committee accepts as the Fair Market Value in accordance with the foregoing norms shall be final and binding on all parties.

following the statement, applicable: 'In case the company opts for expensing of share based employee benefits using the intrinsic value, the difference between the employee compensation cost so computed and the employee compensation cost that shall have been recognized if it had used the fair value, shall be disclosed in the Directors' report and the impact of this difference on profits and on earnings per share ("EPS") of the Not Applicable

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	company shall also be disclosed in	
	the Directors' report';	
•	period of lock-in.	NIL
•	Terms & conditions for buyback, if	In the event of corporate action such
	any, of specified securities covered	as rights issue, bonus issue, merger,
	under these regulations.	sale of division and others (including
		buy back of shares, split, consolidation
		of Shares, etc.), the Committee, in
		consultation with the Board, may
		determine a fair and reasonable
		adjustment to the entitlement of
		Eligible Employees under the Plan,
		including by way of adjustment to the
		number of Options (Vested as well as
		Unvested) and/ or the Exercise Price
		in respect of the Options to be such
		number and/ or Exercise Price as is
		appropriate in accordance with the
		SEBI Regulations and other Applicable
		Laws. Any such determination shall
		not be detrimental to the interest of
		the Grantees. In this regard, the
		following shall, inter alia, be taken
		into account by the Committee and
		the Board:
		The number and price of Options shall
		be adjusted in a manner such that the

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total value of the Options to a Grantee remains the same after the corporate action; and

The Vesting Period and the life of the Options shall be left unaltered as far as possible to protect the rights of the Grantees who have been granted such Options.

The ESOP 2023 is in compliance with the SBEB & SE Regulations and related circulars, the Companies Act, 2013 and the rules thereunder. The terms of ESOP 2023 are not prejudicial to the interests of the option holders.

The ESOP 2023 will also be applicable to employees of subsidiary companies in India or overseas, present or future.

The Board recommends the resolution stated at Item No. 03 for approval of the members of the Company by way of special resolution.

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None of the directors, key managerial personnel, of the Company, or the relatives of the aforementioned persons are interested in the said resolution except to the extent of shareholding interest in the Company.

By order of the Board

For Kerala Ayurveda Limited

Sd/-

Jyothi Gulecha

Company Secretary (ACS: 63350)

Registered Office:

VII/415 Nedumbaserry, Athani,

P O Alwaye, Ernakulam, Kerala-683585, India.

Date: 24th November 2023

Place: Kerala

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Annexure A

Pre-issue and Post Preferential Issue Shareholding pattern:

		Pre-Issue Shareholdi 17 th Novem		Post-Issue Shareholds (adjusted preferential allotment)	olding ed for ntial	
Sl No	Category	No.of Shares	% of Shares	No.of Shares	% of Shares	
A	Promoter Share Holding					
1	Indian Promoters					
	Individuals / HUF	0	0.00	0	0.00	
	Bodies Corporate	555000	5.00	555000	4.60	
	Sub Total of Indian Promoters	555000	5.00	555000	4.60	
2	Foreign Promoters					
	Individuals / HUF	0	0.00	0	0.00	
	Bodies Corporate	6493435	58.44	6493435	53.84	
	Sub Total of Foreign Promoters	6493435	58.44	6493435	53.84	
	Total Shareholding of Promoter and Promoter Group (A)	7048435	63.44	7048435	58.45	

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Public Share holding				
Institutions				
Foreign Portfolio Investors	0	0.00	0	0.00
Financial Institutions/Banks	1709	0.02	1709	0.01
Sub Total of Institutions	1709	0.02	1709	0.01
Central Government/State Government(s) / President of India	0	0.00	0	0.00
Non-Institutions				
Individual Share Capital upto Rs. 2 Lakhs	1759331	15.83	1759331	14.59
Individual Share Capital in excess Rs. 2 Lakhs	775774	6.98	775774	6.43
Porinju Veliyath	5,36,000	4.82	623000	5.17
Sashikanth Balachandar	1,08,552	0.98	152030	1.26
Pankaj Prasoon	0	0.00	27391	0.23
Rahul Garg	0	0.00	43478	0.36
Atul Gupta	0	0.00	43478	0.36
	Institutions Foreign Portfolio Investors Financial Institutions/Banks Sub Total of Institutions Central Government/State Government(s) / President of India Non-Institutions Individual Share Capital upto Rs. 2 Lakhs Individual Share Capital in excess Rs. 2 Lakhs Porinju Veliyath Sashikanth Balachandar Pankaj Prasoon Rahul Garg	Institutions Foreign Portfolio Investors 0	Institutions	Institutions

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Total Public Shareholding (B)	4062235	36.56	5011407	41.55
Sub Total of Non-Institutions	4060526	36.55	5009698	41.54
Others	2997	0.03	2997	0.02
Limited Liability Partnerships	7469	0.07	72686	0.60
Foreign Companies	25737	0.23	25737	0.21
Key Managerial Personnel	110	0.00	110	0.00
Directors & Relatives	231282	2.08	231282	1.92
Mutual Funds	2976	0.03	2976	0.02
Unclaimed Shares	0	0.00	0	0.00
Trusts	0	0.00	0	0.00
Non-Resident Indian (NRI)	373392	3.36	373392	3.10
IEPF	0	0.00	0	0.00
HUF	80189	0.72	80189	0.66
Clearing Members	0	0.00	0	0.00
Bodies Corporate	156717	1.41	448021	3.71
NBFCs registered with RBI	0	0.00	0	0.00
Sanjiv Dhireshbhai Shah	0	0.00	347826	2.88

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Grand Total (A+B)	11110670	100.00	12059842	100.00

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