



EVOLVING AYURVEDA  SINCE 1945®

KERALA AYURVEDA LTD.

31ST ANNUAL GENERAL MEETING

27TH SEPTEMBER 2023

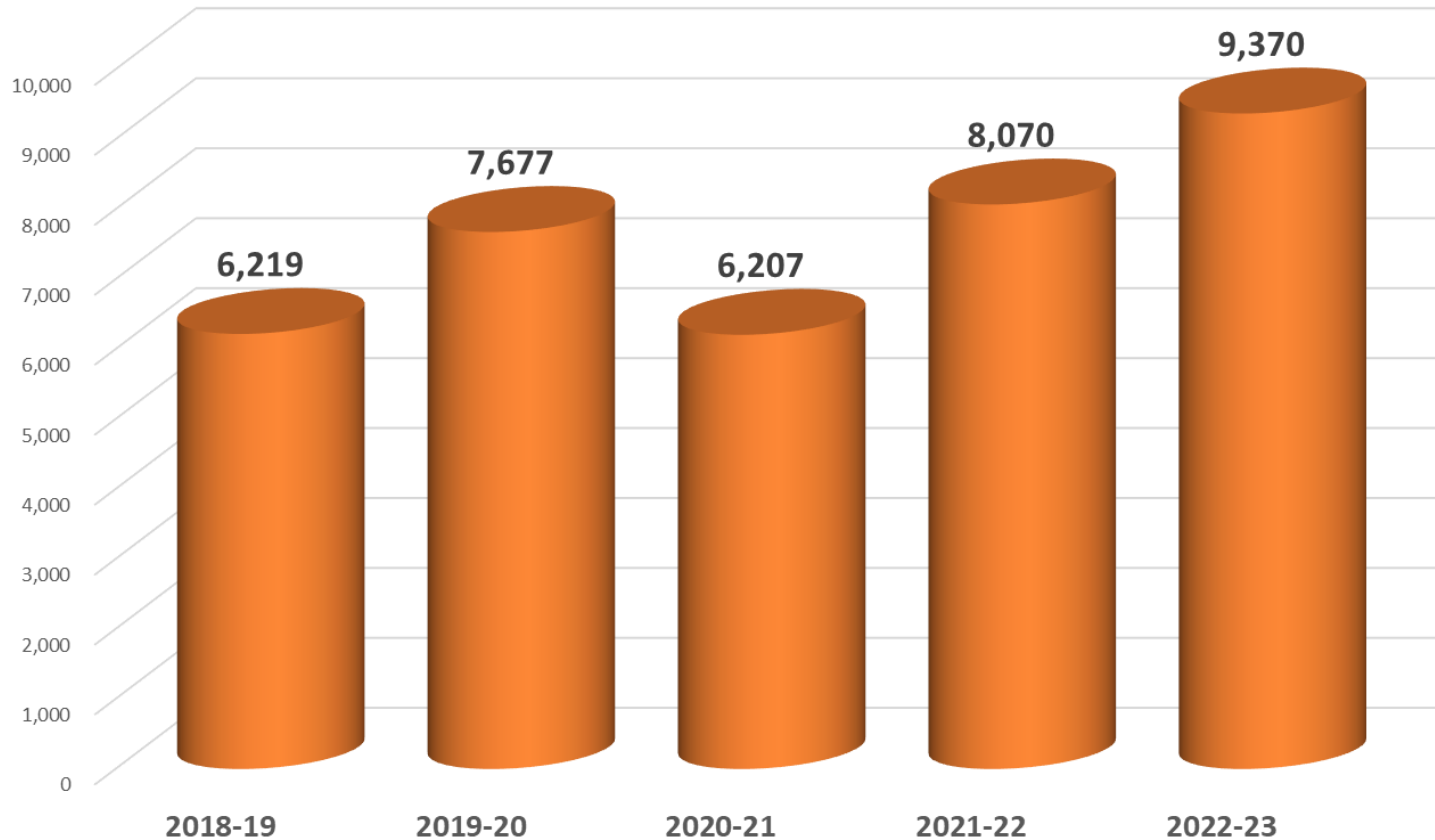
Inspired by Ayurveda, Powered by Science and Propelled by Education

Academies . Clinics . Hospitals . Products . Resorts

Post Covid recovery has been swift and growth trend is strong



Rs. Lakhs



Consolidated YTD revenues po increased by 16.1% driven by strong growth in Health Services.

Stellar performance by Health Services. E-Commerce future is positive



Consolidated Revenue 2022-23 Rs.Lacs		Growth
Business Division	FY, 22-23	vs 2122
Product Distribution	3,493	9%
Health Services	2,436	53%
Digital India	942	6%
US Business	2,180	9%
Consolidated KAL	9,370	16%

- Health Service will continue to grow rapidly.
- Digital India has poised to overcome temporary issue and growing strongly.
- US business hampered by regulatory change.
- 1st Half 23-24, results show significant improvement vs PY.



Continued Investments in Fundamentals:

Operating EBITDA increased strongly to 1233 Lakhs. However, major continued investment for the future of Rs. 440 Lakhs and Forex losses / past arrears of 539 Lakhs reduces reported EBITDA to Rs. 254 Lakhs.

Operating EBITDA , 2022-23		1233 Lakhs
Particulars	Amt. in Lakhs	
Forex Loss		349
Clearing Past Arrears		190
Non-Operating Expenditures		539
Investment in Digitization in India & US		280
Investment in New Products		40
Investment in refurbishing facilities of HS / Ayurvedagram / Bali		120
TOTAL INVESTMENT		440
Reported EBITDA		254 Lakhs



ADVANTAGE KERALA AYURVEDA

A BRIEF COMPANY PROFILE



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THE POWER OF AYURVEDA

- Ayurveda is an ancient system of medicine that originated in India over 5000 years ago. It is based on the principle that health is a state of balance between the body, mind, and spirit.
- Ayurveda focusses on restoring this balance through natural remedies, lifestyle changes, and dietary modifications.
- Established in 1945, Kerala Ayurveda Limited (KAL) has harnessed the power of Ayurveda to develop a range of products and services, based on the Authentic Kerala Tradition of Ashtanga Hridayam. This tradition is 800 years old.

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UNLEASHING THE HEALING POWERS OF KERALA AYURVEDA



5000 years of Ayurveda
800 years of Kerala Ayurveda Tradition
80 years of Kerala Ayurveda Limited

**KAL PROUDLY REPRESENTS THE FINEST
OF KERALA AYURVEDA TRADITIONS**

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KERALA AYURVEDA LIMITED IS THE 'ORIGINAL' AYURVEDA COMPANY



- The Ayurveda practice in Kerala is an uninterrupted tradition. Kerala was never invaded unlike the rest of India.
- In Kerala the adoption of Ayurveda is 10-15 times the national average. With its historical roots in Ayurveda, particularly Panchakarma & the availability of skilled practitioners makes Ayurveda the **Mainstream Healthcare**. Allopathy is generally seen as only for emergency.
- The brand name '**Kerala Ayurveda**' says it all. It represents the finest of Kerala tradition of Ayurveda.

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KERALA IS THE BIODIVERSITY CAPITAL OF THE WORLD

Rich and Diverse Flora
and Fauna, & climate
condition has blessed it
with a Plethora of
Therapeutic Herbs



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- KERALA AYURVEDA LIMITED enshrines this **purest & unbroken Ayurvedic tradition** that goes back well beyond 5,000 years.
- KAL - One of the oldest (Founded more than 80 years ago) Ayurveda companies in the world
- The only full spectrum-Listed Ayurveda company spanning academies, products, research, clinics, hospitals, resorts, and wellness services.

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A PREMIER RESEARCH ORGANIZATION RECOGNIZED GLOBALLY

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- KAL has made a significant breakthrough as proof of its Scientific Excellence.
- The United States Patent and Trademark Office (USPTO) has awarded KAL a 1st ever patent for a uniquely processed proprietary herbal formulation, inspired from ancient ayurvedic wisdom. This targets a range of metabolic disorders including diabetes & cholesterol.
- The patent is supported by extensive preclinical at Renovel Discoveries Inc. in the United States and USFDA pharma rigour double-blind placebo-controlled human clinical trial at the well-known Banaras Hindu University (BHU) in India.
- KAL has additional patents in the pipeline.



USA PATENT

JAPANESE PATENT





KAL will launch a range of proprietary products based on the US Patent (K-10)

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A unique range of delicious ready-to-drink beverages full of ayurvedic goodness in yummy irresistible flavours!



*images used for illustration purpose on





QUALITY ASSURANCE & RESEARCH



- KAL Limited is committed to providing high-quality products and services to its customers.
- The company follows strict quality control measures at every stage of production to ensure that their products meet international standards.
- Moreover, the company invests heavily in research and development to bring innovative and effective products to the market.
- A team of experienced researchers, ayurvedic doctors, botanists & formulators work tirelessly to develop new formulations and improve existing ones.

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- Rooted by the Vedas and powered by modern science, Kerala Ayurveda is a pioneer in high quality herbal products which are **PURE, SAFE & EFFECTIVE.**
- **KAL has over 250 Classical & 100 Proprietary Formulations,** a Proprietary Herbal Garden that leverage the beneficial effects of over 1200 Medicinal Herbs, its own GMP Manufacturing Facilities and R&D center which is DST-DSIR recognized since 1991
- KAL has launched a range of **Scientifically backed products with premier packaging in the US** - time-tested, widely accepted, **USFDA and California Prop 65 compliant.**

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KAL US PRODUCT RANGE IS THE HIGHEST QUALITY AVAILABLE GLOBALLY. MEETS CALIFORNIA PROP65 STANDARD

- Prop65 is a California state law that requires businesses to provide a clear and reasonable warning before knowingly and intentionally exposing anyone to certain chemicals, including heavy metals, that are known to cause cancer, birth defects, or other reproductive harm.
- This levels are difficult to achieve and is considered the gold standard for internal medicine/dietary supplements. KAL products that comply with this law by providing safe and effective products that meet or exceed industry standards and regulatory requirements.
- The allowable limits for Indian Heavy Metal standards are comparatively less stringent when compared to those set by USFDA and other regulatory bodies. However, KAL is committed to a higher standard and aims to achieve compliance with prop65 regulations for all its products.
- This commitment reflects KAL's dedication to ensuring the highest quality and safety standards for its products worldwide



Metals	Indian Standard	US Standard*	CA - Prop 65
Lead	10 mcg/day	5 mcg/day	0.5 mcg/day

* Note: Heavy Metals contamination standards



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Adopted **new US range premier packaging that is recyclable, 100% biodegradable, 100% BPA free, plastic and bioplastic free** to reflect progressive health and wellness values



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DELIVERING EXCELLENCE: SALES FORCE

With thoroughly trained sales team, wide network of clinicians, well-established distribution channel to ensure proper and prompt delivery of products, Kerala Ayurveda caters the timely requirements of both the healthcare professionals and customers by providing best quality and efficacious products and specialized treatment for various ailments

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Kerala Ayurveda US Academy, is perhaps the Largest Vocational Ayurvedic Institution outside India

- **With over 3,000 alumni** and a mission to provide the highest quality of Ayurvedic education and wellness services based on the authentic Vedic principles, the **US academy was founded in 2006.**
- It offers authentic ayurvedic education [courses and treatments, **approved by California and Washington States**, wellness services and a premium range of products to a global network of practitioners and health seekers.
- Recently established a **Norway academy** and plans to further broaden its global reach by entering **Australia, Europe, and other regions**

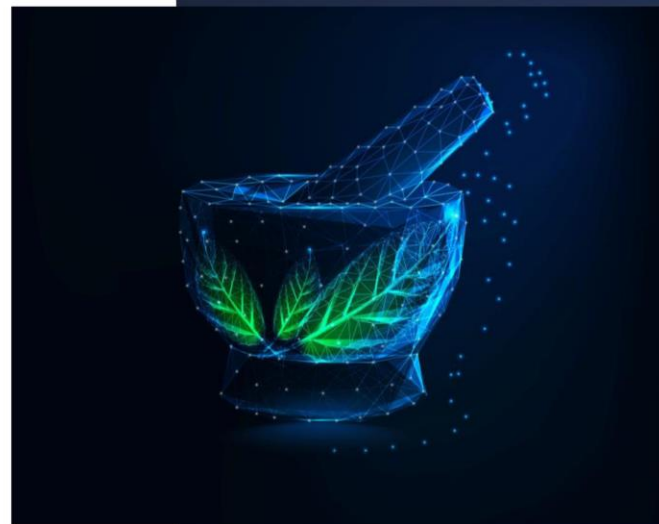
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AUTHENTIC AYURVEDIC WELLNESS THERAPIES

- KAL is one of the most awarded Ayurvedic company in the world treating over 100,000 lives annually, and more than a million lives, overall.
- It operates Ayurvedic clinics, wellness centres, and resorts where individuals can experience traditional Ayurvedic treatments and therapies.
- Through the integration of modern research and scientific advancements, it has enhanced the precision and effectiveness of Ayurvedic treatments.
- Their products and services are ever-expanding to reach global audiences and are highly acclaimed worldwide. They are generally recognized as the '**Gold Standard**' for Ayurvedic treatment.
- KAL's innovative approach enables us to provide personalized healthcare solutions, empowering individuals to embark on a transformative journey towards holistic wellness.

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AyurvedaGram™
The Heart of Healing



KAL's **Flagship Heritage Wellness
Retreat**

One of the **Most Awarded
Ayurvedic Resorts** in the Country

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- Award winning Ayurveda Centre that is widely regarded as one of the Best Wellness Centres in the World.
- AyurvedaGram offers a blissful experience of a magnificent heritage resort, with exclusive ancestral buildings, mansion & palace, which is as old as 150 - 170 years.
- A KAL Subsidiary, it is a pioneer in wellness industry with a focus on an integrated approach to establish the efficacy of authentic Ayurveda through modern medicine validation techniques.

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A WELLNESS RETREAT LOCATED IN THE BEAUTIFUL ISLAND OF BALI, INDONESIA

- Indonesia. Inspired by the ancient Indian healing system of Ayurveda, it offers a serene and rejuvenating environment where guests can embark on a holistic journey to balance their mind, body, and spirit
- It rests on 7000 square meters of a beautifully appointed landscape surrounded by rice paddies, lush jungle and verdant river valleys which makes it a tranquil yet luxurious hideaway where you can refocus on life's great journey.

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GLOBAL REACH & RECOGNITION

- KAL has a wide global reach and the company has established itself as a trusted brand in the international market.
- It has won several awards and accolades for its products and services.
- Some of the notable recognitions received by the company include the prestigious **PHARMATECH OUTLOOK (USA) AWARD, 2023**; **INDIA TODAY "MAKE IN INDIA EMERGING ENTREPRENEUR AWARD"**, 2017; **ASSOCHAM** awards for Kerala Ayurveda Ltd. as 'HERBAL COMPANY OF THE YEAR 2016'; The Indian Salon and Wellness Awards for 'BEST NATIONAL AYURVEDIC CENTRE OF THE YEAR, 2019' awarded by Franchise India & Entrepreneur Media and many more.

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PHARMATECH OUTLOOK (USA) AWARD 2023



Dr. Jayarajan Kodikannath, CEO

World Health Organization defines health as a state of complete physical, mental, and social wellbeing and not merely the absence of disease. It is no longer fit for its purpose.

For one, it unintentionally contributes to the medicalization of society, where every human condition and behavior are labeled and treated as medical issues, often requiring medical treatment. Hence, the holistic concept of health contained in the expression of wholeness is never fully achieved.

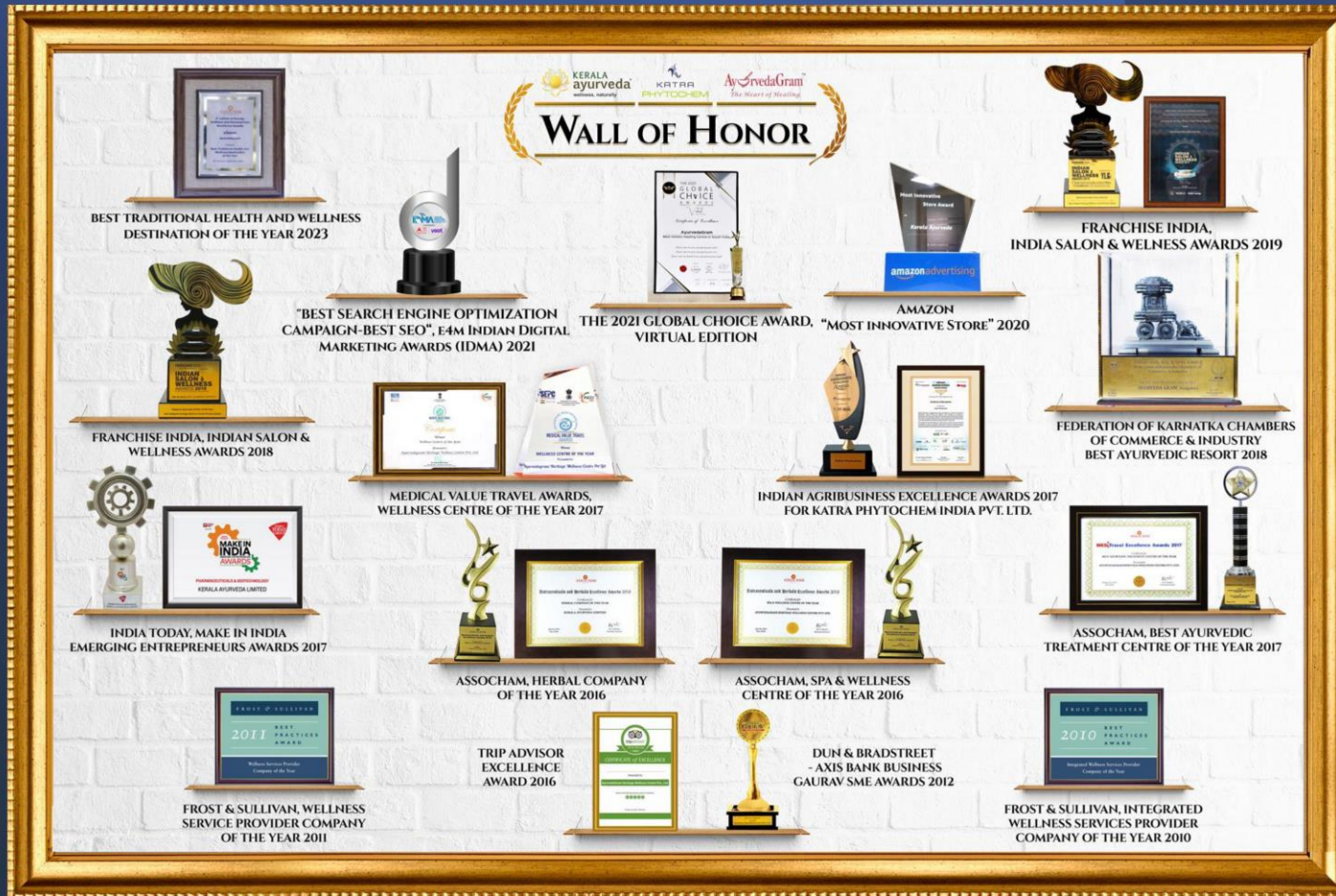
To guarantee top-quality products, the company monitors each ingredient's formulation. The process starts with a contamination test of the raw herbs, and is followed by internal testing of the finished product. The samples are sent to organizations that carry out third-party accreditation testing to further ensure the product is safe before being distributed internationally.

Kerala Ayurveda USA combines mainstream medicine and natural wellness to enhance long-term health and wellness in people's lifestyles rather than merely providing symptomatic relief. Kerala Ayurveda USA follows three logical steps to support clients in healing. First, it aims to slow the progression of disease, followed by complete stabilization, and finally, additional strengthening to avoid recurrence.

“Modern medicine uses medications and surgeries to rid the body of pathogens or unhealthy tissues, but Ayurveda meditates healing a body by assisting the



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**ASSOCHAM, HERBAL COMPANY
OF THE YEAR 2016**



**AMAZON
"MOST INNOVATIVE STORE" 2020**



**INDIA TODAY, MAKE IN INDIA
EMERGING ENTREPRENEURS AWARDS 2017**



**THE 2021 GLOBAL CHOICE AWARD,
VIRTUAL EDITION**



**DUN & BRADSTREET
- AXIS BANK BUSINESS
GAURAV SME AWARDS 2012**



**FROST & SULLIVAN, WELLNESS
SERVICE PROVIDER COMPANY
OF THE YEAR 2011**



**FROST & SULLIVAN, INTEGRATED
WELLNESS SERVICES PROVIDER
COMPANY OF THE YEAR 2010**



**BEST TRADITIONAL HEALTH AND WELLNESS
DESTINATION OF THE YEAR 2023**

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UNLOCK THE POTENTIAL of Doctors who are the soul of the business

We aim to partner with the **best and the most dynamic doctors & distributors** across the country and empower them with our **products & services** using

KALPAM, D-KALP Patnership Models

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KALPAM

(Kerala Ayurveda Limited PARTnership Model with doctors)

- KALPAM (Treatment centre) and Franchise (only Consultation & Pharmacy) models are available for Ayurvedic doctors
- It helps Professionalize Ayurveda by training and guiding the doctor/owner in business operations & to adopt the authentic Ayurveda practices from Kerala.
- This model provides uninterrupted supply of **Innovative New products, time-tested high quality Classical products & large portfolio of Proprietary products**
- Enhance Doctor visibility & reach through Advertisement and promotions (both on KAL website & relevant online platforms)

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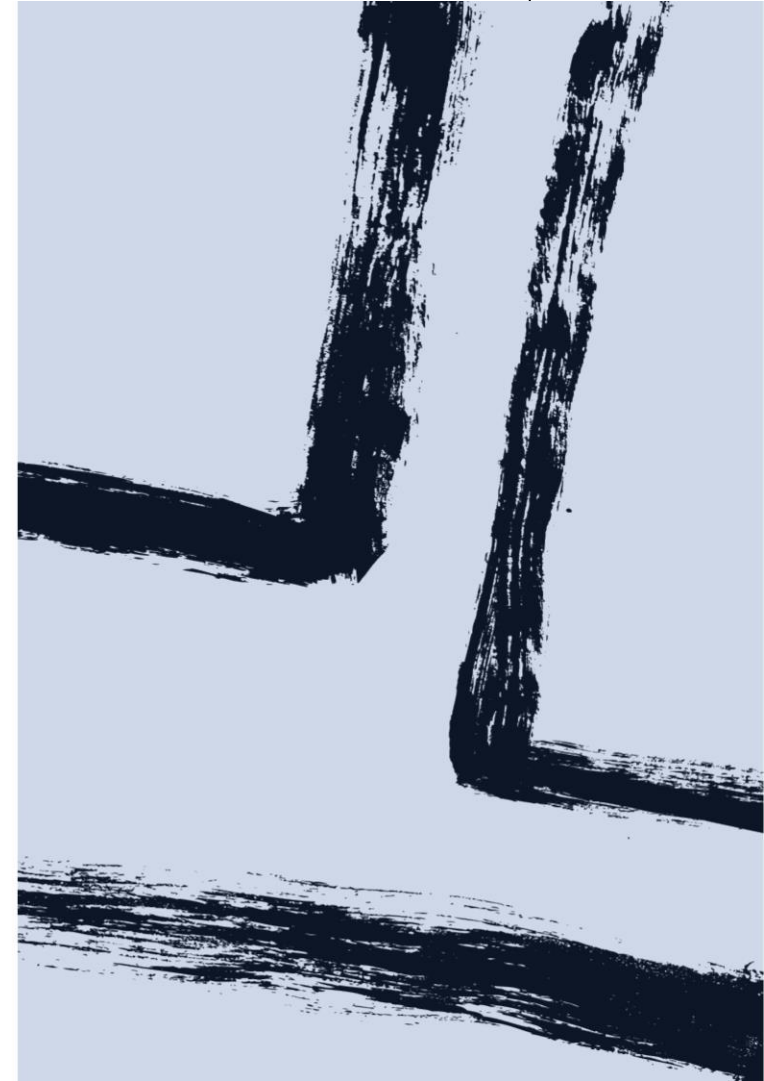


D-KALP

(Distribution-KAL Partnership Program with distributors)

- Propagate Ayurveda at even remote places
- Delivery within 24 hrs anywhere in the country
- Higher margins to Doctors
- D-KALP offers Ayurvedic doctors a way to compete with digital platforms effectively
- It helps transfer of adequate stock with frequent supply and minimizes needless stock build-up at distributor site
- Continuous support from Medical Managers for Product & Treatment promotion

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As torchbearers of this ancient natural wellness tradition, globally, KAL is



CLICK ON THE LINKS TO KNOW MORE

www.keralaayurveda.biz

www.ayurvedagram.com

www.ayurvedaacademy.com

www.keralaayurvedaacademy.com

www.thehealthvillage.biz

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**INSPIRED BY AYURVEDA
POWERED BY SCIENCE
PROPELLED BY EDUCATION &
FUELLED BY DIGITAL REVOLUTION**

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www.ayurvedaacademy.com
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www.thehealthvillage.biz www.keralaayurveda.us



What KAL has a clear pathway for accelerated growth. It has the foundation. What it needs is; the following...



- **Fresh investment to boost HS, US & Digital India. Marketing and Infrastructure.**
- **Reduce company debt.**
- **Induct world class management.**
- **We will be announcing fresh initiatives soon..**



Thank You

EVOLVING AYURVEDA  SINCE 1945*



**KERALA
ayurveda®**
wellness, naturally

Bring home the goodness
of Ayurveda!