



KAL/COR/BSE/09/ 153/2023

22nd Feb 2023

The Manager,

Dept. of Corporate Services, Bombay Stock Exchange Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001.

Dear Sir,

Sub: Kerala Ayurveda USA conferred with "TOP ALTERNATIVE MEDICINE COMPANY 2023 AWARD" BY PHARMA TECH OUTLOOK.

We are glad to inform you that Pharma Tech Outlook has honoured Kerala Ayurveda USA with prestigious TOP ALTERNATIVE MEDICINE COMPANY 2023 AWARD.

Please find the published coverstory alongwith this.

Thanking you,

Yours faithfully,

For Kerala Avurveda Ltd..

Dr.K.Anilkumar Executive Director



Awarded By

PHARMA TECH OUTLOOK

Kerala Ayurveda USA

ON CIME

TECH OUTLOOK

ALTERNATIVE MEDICINE

EDITION

BOOSTING MIND AND BODY'S NATURAL DEFENSES

KERALA AYURVEDA USA Vaidya (Scholar) Jayarajan Kodikannath,







IN MY OPINION



Digital Innovation

Iris Loew-Friedrich, EVP & Chief Medical Officer, UCB

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LAST WORD

Innovation vs Validation in Early Drug Discovery

Carlos Pedraza, PhD, Director of CNS Biology, Alkermes

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KERALA AYURVEDA USA BOOSTING MIND AND BODY'S NATURAL DEFENSES

By Stacey Smith

orld 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.

In contrast, Ayurveda's approaches to life and health can provide the much-needed teachings and practices to counterbalance the medicalization trend by encouraging a population's self-reliance in its health. In today's day and age, where the world is riddled with chronic health issues and pandemic

breakouts, Ayurveda's ancient wisdom has become more important than ever

Kerala Ayurveda USA aims to popularize this ancient natural system of medicine through its traditional wellness products and self-care programs. Its solutions are designed to help wellness seekers heal and recover from within by improving their immune systems.

"Modern medicine uses medications and surgeries to rid the body of pathogens or unhealthy tissues, but Ayurveda meditates healing a body by assisting the patient's own system in bringing the balance of their life energies," says Vaidya (Scholar) Jayarajan Kodikannath, CEO of Kerala Ayurveda USA.

Kerala herb-based products are geared toward supporting patients in the healing process of a complex mind and body. The products fall primarily into three categories. The first is the traditional Vedic product, whose detailed recipe with preparation formats or formulations is derived from ancient Vedic texts from 600 to 700 BC. The next proprietary product is derived from the practice notes of Kerala Ayurveda, India's ayurvedic healers, passed on through generations by practitioners. The last one includes ayurvedic products in topical forms, like lotions, creams, and oils. Ingredients for all these three categories of products are sourced sustainably through wild harvesting because many of these raw materials cannot be cultivated.

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



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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.

Besides, Kerala Ayurveda USA also offers a dedicated health counselor program that focuses on preventative practices and guidance. The program consists of Vedic bodywork techniques for purifying, detoxifying, and rejuvenating the human body.

The company intends to raise awareness of Ayurveda and educate more people about the opportunities to heal themselves. It founded an academy for ayurvedic education programs in the U.S. in 2004 for that sole purpose. The academy conducts three major levels of professional education for Ayurvedic Health Counselors, Ayurvedic Practitioners, and Ayurvedic Doctors.

The National Ayurvedic Medical Association approves the certification programs. Kerala Ayurveda USA is the only company in the U.S. to claim that its products are Proposition 65 compliant, which is more rigorous than the national standards for safety. The United States Patent and Trademark Office (USPTO) has recently granted Kerala Ayurveda its first patent for a proprietary herbal formulation that is uniquely processed and has established its efficacy in the management of metabolic syndrome disorders, such as type 2 diabetes mellitus, obesity, and lipid profile management.

In both India and the U.S., Kerala Ayurveda has a wide range of wellness resorts, medical

facilities, clinics, medical academies, products, and services. The company wants to keep fostering holistic, natural, personalized, and traditional mind-body-spirit wellness science and bring back the focus on disease prevention and management to its root cause.

Vaidya (Scholar) Jayarajan Kodikannath,