

KAL/COR/BSE/ 09/362/2023

3rd October, 2023

The Manager

Dept. of corporate services
 BSE Limited
 Phiroze Jeejeebhoy Towers
 Dalal Street
 Mumbai - 400 001

Dear Sir,

Scrip code: 530163

Sub: Intimation for appointment of Chief Executive Officer

We would like to inform you that based on the recommendation of the Nomination and Remuneration Committee (NRC), the Board of Directors at its meeting held on Tuesday, 3rd day Of October, 2023 via video conference has considered and approved appointment of Mr. Vivek Sunder, as Chief Executive Officer(CEO) pursuant to the provisions of Section 203 of the Companies Act, 2013 and Regulation 30(2) of the SEBI(LODR) Regulations, 2015.

Further, in compliance with Regulation 30 of SEBI(LODR) Regulations, 2015 read with SEBI circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 please find the following disclosures pertaining to the appointment:

Sl No.	Particulars	Disclosures
1	Name	Mr. Vivek Sunder
2	Reason for change viz., appointment, resignation, removal death or otherwise	Appointment
3	Date of appointment: Term of appointment:	Mr. Vivek Sunder will hold the office of Chief Executive Officer with effect from 3 rd October, 2023. As per service conditions applicable to the employees of the company
4	Qualification	Vivek is a graduate of the Indian Institute of Management (IIM), Calcutta and prior to that studied Computer Engineering from Delhi University.
5	Brief Profile in case of appointment	Profile attached as annexure.
6	Disclosure of Relationship between directors (in case of appointment of a director)	Mr. Vivek Sunder is not related inter-se with any of the Board of Directors of the Company.

Kerala Ayurveda Limited

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 www.keralaayurveda.biz

This is for your kind information and necessary records.

The Board Meeting commenced at 11. A.M and concluded at 3.20 P.M.

A press release is also attached.

For Kerala Ayurveda Ltd.,

Jyothi Gulecha
Company Secretary

Encl: 1) Brief Profile of Mr. Vivek Sunder
2) Press Release on appointment of CEO



Vivek Sunder – Chief Executive Officer – Cuemath

Vivek is currently leading Cuemath as CEO since Oct 2021, aiming to take the business to scale globally. Before this he led Swiggy's business operations as COO and prior to that, he led P&G's business as CEO in East Africa based out of Nairobi. He had been with Procter and Gamble for 20 years in various capacities across developing markets (India, Africa) as well as developed markets (UK, Singapore, Korea) and hybrid markets (China, Thailand, Malaysia).

In Swiggy he led the effort to scale the company across cities (Swiggy added 500+ cities in 18 months!), and he is also leading the effort to bring economies of scale to bear on the core business – the path to profitability. He has also led the effort to pivot, repurpose and re-scale the business during various parts of the Covid pandemic induced lockdown and phases of the unlock. Swiggy today is a leaner, better business as it completed the recovery of the business back to pre-covid levels.

Vivek is passionate about building organizational capability and has a long track record of creating better business results via more capable teams (the slower but better approach!). He has done so in diverse teams spanning >20 nationalities, and has done so in diverse roles (internal consulting assignments, new country startups as well as traditional business unit jobs). He also loves to play at the intersection of technology and business and has been an early adopter and innovator of big data/ analytics across many sales & marketing roles. He is equally wary of the pitfalls of reliance on quantitative data without understanding behavioural psychology and cognitive biases and he has infused some of this thinking into the core parts of the business – both product and operations.

Vivek is a graduate of the Indian Institute of Management (IIM) Calcutta, and prior to that studied Computer Engineering from Delhi University. He is a regular guest lecturer at his alma mater IIM-C, as well at other premier B-schools across the world where he teaches and shares business expertise. He has a good view on cross-cultural working which he honed via working abroad and learning 3 foreign languages in addition to the 3 he learnt growing up in India. His passion for photography led to his work being featured and recognised by various media outlets globally (Natgeo, BBC, ET).

KERALA AYURVEDA LTD

Regd. off: VII/415, Nedumbassery, Athani PO-683585, Aluva, Kerala.

www.keralaayurveda.biz

Press Release

KAL Board Appoints Vivek Sunder as Chief Executive Officer

Kochi / Bengaluru, India, 3 October 2023: Kerala Ayurveda Limited (BSE Code: KERALAYUR) an integrated Ayurvedic health care products and services company with deep roots and a fabulous heritage, announced today that its Board has appointed Mr Vivek Sunder as Chief Executive Officer (CEO) with immediate effect. He will be reporting directly to Mr Ramesh Vangal, Chairman of KAL. With a stellar track record of over 25 years around the world in companies like Procter & Gamble and Swiggy, Mr Vivek Sunder brings a wealth of experiences to help KAL leapfrog to the next phase of growth.

His career journey spans the best of both the traditional consumer products world at P&G where deep consumer insights coupled with robust sales and marketing operations enabled those brands to become household names in India and abroad, as well as the modern, digital native world at Swiggy where he led the blitzscaling of Swiggy into 500+ cities in 18 months and made it a household name across India. More recently, at Cuemath, a Global K-12 edtech startup, he learnt how to combine technology with a human touch to educate thousands of students across the world.

His vision is to see Kerala Ayurveda as a Global Health and Wellness superbrand that was born in the global capital of Ayurveda, and has since transformed itself into a tech-driven, customer-centric organisation that does good to patients across the world via products, services and education.

Welcoming this appointment, Mr Ramesh Vangal, Chairman of KAL said:

“The appointment of Vivek Sunder is a key move by KAL to hire a world class CEO to propel its business and fulfil its destiny as a major global player in Ayurveda. Vivek's principal task is to bring in much-needed operational leadership to a business with vast potential. Over subsequent months, we can expect to see a number of announcements to consolidate this move.”

About Kerala Ayurveda Limited:

Kerala Ayurveda Ltd is one of the oldest (founded around 80 years ago) **full Spectrum-Listed Ayurveda companies in the world**. The company enshrines the authentic, traditional form of **Ayurveda and Yoga from Kerala**, with an ancient lineage going back 5,000 years. **Its footprint spans Academies, Wellness Resorts, Hospitals, Clinics, Products and Services across India & USA**. KAL has over 400 products and touches 100,000 patients / year. Kerala Ayurveda Academy, USA, based in California, has trained and certified over **3,500 ‘graduates’**. KAL has over 6,000 hours of education programs **certified by States of California and Washington in USA**.

For more information visit us at www.keralaayurveda.biz