

KERALA AYURVEDA LTD

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

www.keralaayurveda.biz

30th May, 2023

KAL Consolidated Revenue up 16.1% in FY, 22-23 to Rs. 9370 Lakhs compared to FY, 21-22

5000 years of Ayurveda, 800 years of Kerala Ayurveda Tradition

80 years of Kerala Ayurveda Limited

KERALA AYURVEDA LIMITED IS THE 'ORIGINAL' AYURVEDA COMPANY.

Kerala Ayurveda revenue grew by 16.1% driven primarily by a strong growth in Health Service business including Ayurvedagram.

Consolidated EBITDA reported in 2022-23 is Rs. 254 Lakhs Vs Rs. 973 Lakhs in 2021-22. However this does not represent the actual performance of the company. **Operating EBITDA increased strongly to Rs. 1233 Lakhs. This is reduced to Rs. 254 Lakhs by investments in future growth of Rs. 440 Lakhs, Forex loss of Rs. 349 Lakhs and deferred salary increments (Covid) of Rs. 190 Lakhs.**

Revenues:

- Overall sales have been encouraging (+16%) despite some challenges in e-commerce / US business.
- Focus on Doctors and secondary sales via KALPAM and Digital.
- Total Health Service (HS) revenue including Ayurvedagram was a healthy 53% growth vs PY. Ayurvedagram sales reflect a larger share of Indian guests: Foreigners still reluctant to travel because of Covid.
- India e-commerce started to grow (6%) vs PY after encountering glitches with Amazon supply partner and staff attrition.
- US Academy sales recovering from last year National Ayurvedic Medical Association (NAMA) regulatory changes which require a minimum number of physical classes for certification courses.
- New US integrated digital website launched.
- Bali Ayurvedagram launched in February -March.

Profitability:

- KAL Standalone profitability (PAT) has increased from 89 Lakhs to 289 Lakhs wrt Same period.
- KAL Consolidated profitability (PAT) before Forex Loss decreased from Rs.393 Lakhs to Rs. 307 Lakhs as we have Invested Rs. 630 Lakhs in the future programs and clearing past dues.
 - Investment in Digitization in India & US (280 Lakhs)
 - Investment in New Products (40 Lakhs)
 - Investment in refurbishing facilities of HS / Ayurvedagram / Bali (120 Lakhs)
 - Clearing deferred increments (190 Lakhs)

However, we continue to remain optimistic on the fundamentals of the business. We will continue to invest in all aspects of the business, especially in the US and Digital for long term sustainable growth.

Kerala Ayurveda Ltd continued to demonstrate agility and flexibility to deliver continuous organic growth in an environment that remains challenging, marked by unprecedented inflation and consequential impact on operations.

Future Perspective:

- KAL continued to grow from Q3 (PY) onwards. Q1 & Q2 were focused on investment and restructuring.
- KAL will continue to invest behind Digitization, E-commerce, New Products for online and US Business. These are fundamental directions that the company has adopted. We will combine the attractiveness of Natural Wellness with the strong Digital Platform. Ours will be a hybrid model ie PHYGITAL.
- The E-commerce business is becoming increasingly more sophisticated and more competitive. This business will continue to require long-term investment. Consumer attitudes are fundamentally transforming towards a digital framework. New startups are extremely funded by large private equity investments, and they are able to pump in large investments into Digital Marketing.
- However, the opportunity for us is massive in India, US & Europe. We will need to explore new structures to be able to bring in investment to this effort.
- In addition to complementing our focus on consumers via e-commerce, we are embarked on a significant investment program to develop exciting new consumer products with “**KERALA AYURVEDA inside**”..

Finance:

- The first tranche of 7.3 Crores in via planned preferential allotment June, 2023.
- Debt reduced from 36 Crores in 1st April, 2022 to 18 Crores in May, 2023. This has been largely funded by promoters with interest free debt of 48 crores.
- High interest bearing loans have been extinguished.

Please see attached the comprehensive profile of Kerala Ayurveda Today:

Some Key Links for more details:

www.keralaayurveda.biz

www.ayurvedagram.com

www.ayurvedaacademy.com

www.keralaayurvedaacademy.com

www.thehealthvillage.biz

www.keralaayurveda.us

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

Safe Harbor

Certain statements in this release are forward looking statements which involve a number of risks and uncertainties that could cause actual results and outcomes to differ materially from those in such forward looking statements. The risks and uncertainties relate to changes and variations in the project, unexpected delays in development, obtaining regulatory approvals, etc. The statements in this release represent Kerala Ayurveda's expectations and beliefs as of the date of this release. Kerala Ayurveda anticipates that subsequent events and developments may cause these expectations and beliefs to change. However, while Kerala Ayurveda may elect to update these forward-looking statements at somepoint in the future, it specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Kerala Ayurveda's expectations or beliefs as of any date subsequent to the date of this release.

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ADVANTAGE KERALA AYURVEDA

A BRIEF COMPANY PROFILE



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.

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**

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.

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

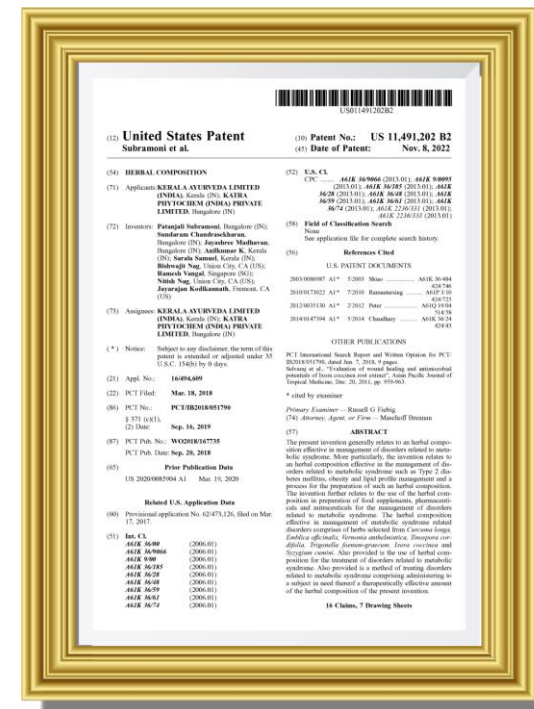


- KERALA AYURVEDA LIMITED enshrines this **purest & unbroken Ayurvedic tradition** that goes back well beyond 5,000 years.
- KAL - One of the oldest (Founded more than 80 years ago) Ayurveda companies in the world
- The only full spectrum-Listed Ayurveda company spanning academies, products, research,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



A PREMIER RESEARCH ORGANIZATION RECOGNIZED GLOBALLY

- 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)

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.



- 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.**

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.
- These 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





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



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



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**

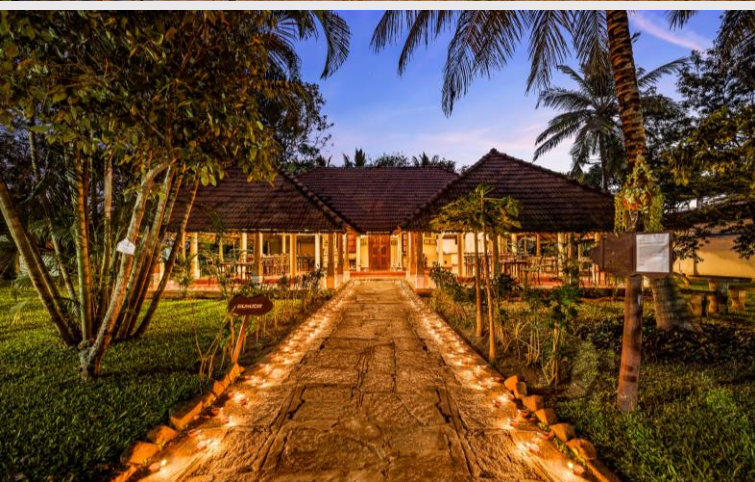
AUTHENTIC AYURVEDIC WELLNESS THERAPIES

- 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.



**KAL's Flagship Heritage Wellness
Retreat**

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



- 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.



ayurvedagram™
BALI





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.





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.



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.

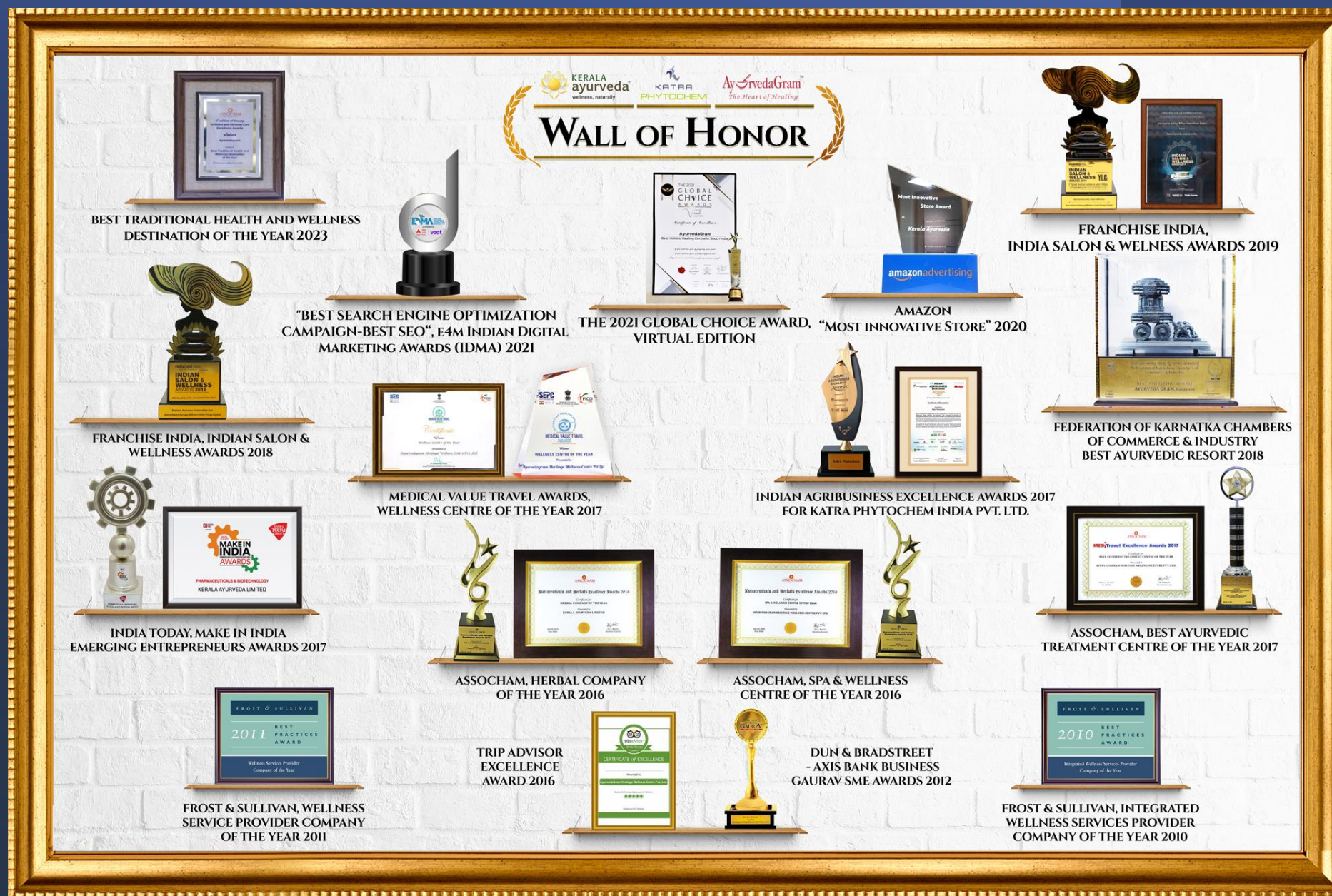
For one, it unintentionally contributes to the medicalization of society, where every human condition and behavior are labeled and treated as medical issues, often requiring medical treatment. Hence, the holistic concept of health contained in the expression of wholeness is never fully achieved.

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**







**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**



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**

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)



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



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



CLICK ON THE LINKS TO KNOW MORE

www.keralaayurveda.biz

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

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