

KERALA AYURVEDA LTD

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Bengaluru

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KARNATAKA GOVERNMENT AYUSH MEDICAL OFFICERS ASSOCIATION LAUNCHES KERALA AYURVEDA's TELE-CONSULTATION “DigiApp”

KERALA AYURVEDA BRINGS CUTTING EDGE TECHNOLOGY TO TRADITIONAL AND AUTHENTIC PRACTICE OF AYURVEDA, YOGA and HOLISTIC WELLNESS

India is a leader in making available affordable, holistic healthcare and wellness to the world with the practice of Ayurveda, Yoga and traditional systems of medicine. It has already been proven through Yoga and now the time for taking Ayurveda global beckons!!!

The Directorate of Ayush has been promoting the Indian traditional system of medicine, which is even more relevant in these times. Inaugurating the DigiApp, Mrs Meenakshi Negi, Director, Department of Ayush, Government of Karnataka, commented “I am pleased to announce the launch of the new digital initiative by Kerala Ayurveda, which is furthering the cause of the Government and is enhancing the reach of Ayurveda.”

Anchored in Authenticity & Purity and touching over a million lives over the last 75 years, Kerala Ayurveda's footprint spans Academies, Wellness Resorts, Hospitals, Clinics, Products and Services, in India & USA. Kerala Ayurveda's over 400 Classical & Proprietary formulations are backed with world class research and powered by scientific validation through its research arm, Renovel, USA and powered by the public-private partnership with Banaras Hindu University.

The Kerala Ayurveda DigiApp solution provides cutting edge features such as, one-step registration, securely retaining patient records, three-way consultation, recording of consultation by doctor, sharing content / case studies and e-Commerce purchase and delivery of medicine.

Mr Ramesh Vangal, Chairman of Kerala Ayurveda added “Kerala Ayurveda has partnered with Medi360 and to bring together cutting-edge technology via the Kerala Ayurveda DigiApp. This will exponentially enhance the reach of Ayurveda services and consultation all over India as well as globally. With Ayurvedic concept of holistic wellness and diseases prevention becoming the norm, it will enable patients to connect with qualified doctors, including from Kerala Ayurveda.”

Directorate of Ayush will also collaborate in this initiative to connect its own doctors to this network and by deploying this solution in 100+ of our own centres to ensure that the benefits of technology touch and provide healing to the needy.

About Kerala Ayurveda Limited

Kerala Ayurveda Ltd, is one of the oldest (founded 75 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 2,000 '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 some point 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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