



KAL/COR/BSE/09/951 /2020

4th March, 2021

The Manager,
Dept. of Corporate Services, BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 001

Dear Sir,

**Sub: Intimation about collaboration between Kerala Ayurveda Limited and Kerala Ayurveda Inc.,
USA with eBay**

We are pleased to inform that Kerala Ayurveda Limited and its wholly owned subsidiary, Suveda Inc, USA (doing business in the name of Kerala Ayurveda Inc., USA) have collaborated with **eBay**, a pioneer in global E-commerce to facilitate a wider market reach and to promote authentic Ayurveda in markets where eBay has a direct presence.

The press release with regard to the same is enclosed herewith. Kindly take the same on your record.

Thanking you,

Yours faithfully,
For Kerala Ayurveda Limited

Belagodu
Rajesh
Ashitha

Digitally signed by
Belagodu Rajesh Ashitha
Date: 2021.03.04 10:00:30
+05'30'

Ashitha B R
Company Secretary

Kerala Ayurveda Limited
CIN- L24233KL1992PLC006592
Corporate Office:
1134, 1st floor, 100 Feet Road,
HAL 2nd stage, Indiranagar,
Bangalore – 560008
Ph: +91 80 41808000, Fax: +91 80 41157117
www.keralaayurveda.biz

Registered Office:
Athani post, Aluva,
Kerala, - 683585, India.
Ph: +91 484 2476301/2/3/4, Fax: +91 484 2474376
email: info@keralaayurveda.biz

eBay in India joins hands with 75 years old Kerala Ayurveda; aims at introducing authentic Ayurveda for the US market

The online marketplace will allow Kerala Ayurveda Inc., USA to build out an exclusive showcase of its authentic ayurvedic products across 190 markets

National, 3rd March, 2021: In an attempt to facilitate the market reach and awareness about authentic Ayurveda, eBay, a global commerce pioneer, announced its partnership in India with Kerala Ayurveda Inc., USA – perhaps the most awarded traditional Ayurveda Company in the world. The online marketplace will allow Kerala Ayurveda Inc. (Suveda Inc), USA, the wholly owned subsidiary of Kerala Ayurveda Limited, to build out an exclusive showcase of its authentic ayurvedic products and promote content and reviews by experts, influencers, and customers.

Ayurveda is a holistic healing system based on maintaining harmony between mind, body, and spirit, using healing interventions to include lifestyle, nutrition, and herbal formulations. The globalized and modernized Ayurveda approach will further boost eBay’s business association with Kerala Ayurveda Inc., USA, strengthening the accessibility of Ayurveda wellness solutions across 100+ product categories in the US market and other countries as well. eBay IN-CBT aims at driving cross-border trade and providing Indian MSMEs and artisans a platform to expand their reach to global customers.

eBay will use the experience of the US launch as a step in building out across eBay sites in other countries. **Announcing the strategic Business Association, Vidmay Naini, India Country Manager, eBay highlighted,** *“We are extremely pleased to associate with Kerala Ayurveda, USA as their business partners, to help them expand in the US market and beyond. There has been a dynamic shift in the online shopping approach in a social distancing era and latest research has shown that India's e-commerce sector ranks 9th globally in cross-border growth. eBay in India strives to take all India made and Indian origin products to the world. As part of this endeavor, partnering with Kerala Ayurveda is a step in enabling sellers to embrace the ‘Local to Global’.”*

Ramesh Vangal, Chairman, Kerala Ayurveda Ltd added, *“We are delighted at the partnership between Kerala Ayurveda and eBay. With the Covid pandemic becoming such a major disruptor of normal life, there is a dramatic change in attitude towards nature, natural products and immunity to protect ourselves from diseases including others that may follow Covid. Natural Immunity is the mantra which Kerala Ayurveda enshrines.”*

Kerala Ayurveda Ltd is from the state of Kerala, India which is home to the purest form of an unbroken Ayurvedic tradition that goes back well beyond 5,000 years. The company, managing over 80,000 wellness seekers, has a vast amount of clinical experience and fundamental understanding of natural health.

“We are thrilled to pioneer the introduction of the first Ayurveda natural products to meet California’s high quality standards, as outlined in Prop 65. A unique feature of Kerala Ayurveda, USA is that the company is the largest vocational Ayurveda Academy in the country with 2,500 alumni trained with certified courses ranging from 625 – 2,500 hrs. of formal education. This program is certified by the states of California and Washington. In addition, we have a cohort of 15,000-20,000 allied enthusiasts who can

be influencers and torch bearers for the rapid propagation of this ancient natural wellness tradition,”
highlighted Ramesh.

Dr Jayarajan Kodikannath, Vice President and Academy Director of Kerala Ayurveda USA, added further *“Kerala Ayurveda Academy is a leader in traditional Ayurvedic education in the U.S. as well as abroad, offering some of the most authentic training for beginners and advanced students. We believe that awareness and education is a key factor for meaningful change. It is our belief that the Science of Ayurveda can transform global healthcare and make a successful shift from Illness to Wellness. Our core business idea is a fully integrated approach that combines traditional wisdom with modern scientific knowledge that delivers Ayurvedic individualized solutions that are Pure, Safe and Effective. This unique launch with eBay will be a key aspect of Kerala Ayurveda’s digital push with an aim to continue offering our consultations and education opportunities online.”*

eBay will share best practices with Kerala Ayurveda to align marketing and promotion events to drive the scale. With cross-border eCommerce garnering phenomenal traction, this partnership will provide a platform to lead the industry into bringing innovative ayurvedic solutions at a global level.

About eBay:

eBay Inc. (Nasdaq: EBAY) is a global commerce leader that connects millions of buyers and sellers in 190 markets around the world. We exist to enable economic opportunity for individuals, entrepreneurs, businesses and organizations of all sizes. Founded in 1995 in San Jose, California, eBay is one of the world's largest and most vibrant marketplaces for discovering great value and unique selection.

eBay in India is focused on driving cross border trade and providing Indian MSMEs and artisans a platform to expand their reach to global customers. The cross-border trade business has hundreds of thousands of sellers registered with over 16 million product listings. eBay is working towards building a robust ecosystem for Indian sellers and facilitating with the requisite skills and knowledge to undertake retail exports and provide them with an opportunity to expand their reach out to millions of buyers across the globe. To know about us, visit our Seller Center. Website: <https://sellglobal.ebay.in>

To know about us, visit our Seller Center. Website: <https://sellglobal.ebay.in>

About Kerala Ayurveda USA

Kerala Ayurveda Inc, USA is a wholly owned subsidiary of Kerala Ayurveda Limited, a full spectrum Ayurveda company with deep roots in India. Since 1945, it has been the commitment of Kerala Ayurveda Ltd to share the most authentic, highest quality Ayurveda products and wisdom.

Kerala Ayurveda’s motto is ***“Inspired by Ayurveda, Powered by Science & Propelled by Education”***. Perhaps the oldest and the most awarded Ayurveda Traditional Company in the world, Kerala Ayurveda’s mission is to bring authentic Ayurveda to new audiences in globally and spread wellness, naturally.

To know more about us, visit our websites:

www.keralaayurveda.us www.keralaayurveda.store www.keralaayurveda.biz
www.ayurvedaacademy.com www.ayurvedagram.com