

KERALA AYURVEDA LTD

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www.keralaayurveda.biz

30th May, 2022

2021-22 WAS AN EXCELLENT YEAR FOR KERALA AYURVEDA DESPITE TWO WAVES OF COVID.

KAL HAS RE-ENGINEERED ITS BUSINESS IN ORDER TO POSITION ITSELF FOR CONTINUED AND SUSTAINABLE PROGRESS GOING FORWARD.

1. Consolidated Revenues for FY 21-22 has increased by 30% to Rs. 8070 Lakhs Vs Rs. 6219 Lakhs in FY 20-21, despite TWO waves of COVID. Consolidated EBITDA increased to Rs. 1201 Lakhs (excluding Forex Loss of Rs. 149 Lakhs) from Rs. 86 Lakhs in 2020-21.
2. These results having re-engineered its business from August 2020 onwards with the following strategic priorities.
 - Convert Fixed Costs to Variable costs
 - Reimagine, Reconstruct, Re-engineer KAL
 - Dramatically improved margins
 - Leaner and more flexible organization structure
 - Drive innovation
 - Build Consumer Portfolio
 - Focus on Digital
 - US and Global business to build long term profitability

Reach the Doctor directly, minimize intermediaries/ layers

Adopt Customer Centricity as long-term mantra

3. KAL profitability improved despite COVID impact on our Health Service business. This reflects ...

- **Distribution:** Significant profitability increase by restructuring discounts. Progress in profitability has been a major development which gives us promise for the future.
- **Health Services:** Health Services & Ayurvedagram profitability has improved as cost structures revamped and fixed costs have been minimized. We will wait for normalcy to return before Health Services can be a major profit contributor as it was before.
- **Digital businesses:** Our investment in this new vertical beginning to pay-off. We will continue to invest in ecommerce consumer product portfolio and digital marketing.
- **US Business:** This predominantly online business has demonstrated an ability to increase profits YoY despite significant investments.

- Digital & US business together with an expanded consumer portfolio, will be the key growth drivers in revenue & profitability in coming years.
- Organization & Team work are being emphasized together with identification of high potential employees. Greater empowerment of employees is moving forward aggressively.

About Kerala Ayurveda Limited

Kerala Ayurveda Ltd is one of the oldest (founded 77 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 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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