

KERALA AYURVEDA LTD

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Kerala Ayurveda Ltd. On the growth path after Kerala Floods.

Kerala Ayurveda Limited (KAL) has been able to recover smartly after the devastating floods in Kerala, in August 2018, which hit 3 of KAL's operating units causing major damage. Despite the significant pressures on operations, sales, staff dislocation and a major increase in short term working capital needs, the company has bounced back to normalcy by taking definitive actions to improve the business condition rapidly.

Today, KAL is pleased to announce a number of landmark business initiatives which will, over the long term, fundamentally change the growth trajectory of the business and also enable it to 'Take Ayurveda Global', in accordance with its vision.

On the KAL Academy front, KAL USA will build on its strong educational platform in the USA by launching an 'Ayurvedic Doctor Program' with a 2500 Hrs above Level 2 Program (Cumulative 4125 hrs) now and registering a total of **over 6000 hours** of programs approved by California and Washington states. With this KAL USA expects to consolidate its dominant position in Ayurveda education in the USA. This education platform is a critical part of the company strategy to work towards building the customer and consumer base for Ayurveda in the United States.

In addition, KAL USA will launch an ambitious product business through both our trained practitioners/affiliates and also direct to consumer business. We will have 30 new products in the market by March and another 33 more by April 2019. This portfolio of 63 products have been tailor made for the USA and special care has been taken to meet the stringent US FDA compliance requirements. These products will meet the extremely **challenging US prop 65 compliance standards** (the toughest limits regulating Heavy Metal contamination in products) which are required for sale in California, USA. (<http://products.keralaayurveda.us/>)

KAL HS (Health services) and Sanghvi Brands (SBL) Limited had jointly announced that they have entered into a Joint Venture, to develop Ayurvedagram Wellness Resorts and Ayurvedagram inspired Ayurvedic Spas across the world in October, 2018.

KAL HS and SBL are pleased to announce the debut launch of KAL therapy centre at Premium 5 star hotel, the most outstanding W – GOA (Part of Marriott group of hotels - <https://www.marriott.com/hotels/travel/goiwh-w-goa/>) which is expected to be operational by July 2019.

Drawing on this traditional healing modality, Ayurveda, each of KAL HS's offering is tailor-made to suit every type of wellness seeker, and to take one through the authentic way of revitalization and invigoration. These highly personalized packages are aimed to provide 'SAMATVAM' or 'BALANCE', essential to maintain optimal health in today's fast paced lifestyle.

The services at these centres will be offered by a team of well-experienced specialist Ayurveda doctors, dedicated well-trained therapists, specialist chefs, and nutritionists, all of whom have mastered the KAL's authentic Ayurveda techniques of diagnosis, treatments & nutrition.

The packages would include KAL HS's signature detox & rejuvenation treatments, personalized counselling with the nutritionist, body and face treatments packages offering a combination of Kerala style Ayurvedic massages, traditional herbal steam bath and facials using carefully chosen ingredients & time-tested KAL formulations, all of which conceived to offer a unique opportunity to experience true Ayurveda.

KAL HS is also glad to announce the establishment of a well-located, **large company operated therapy centre in Mumbai**. This will be a flagship centre for KAL in Mumbai, a key priority for the company.

With significant traction in its new initiative, the **KALPAM model** (Kerala Ayurveda Limited Partnership Model), KAL HS would also like to announce that this initiative is off to a promising start with the establishment of therapy centres in conjunction with eminent Doctors. Some of the best doctors are interested to combine their skills with KAL's capability to assist them to execute the authentic Kerala Ayurvedic therapies at their clinics. Some recent inauguration were in Kasturinagar, Bangalore; Hyderabad, and Ayursoukhyam, Mumbai.

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 70,000 patients/year. KAL Academy, based in California has trained and certified over 2,000 'graduates'. KAL has 6,000 hours of education programs certified by States of California and Washington in USA.

For more information visit us at www.keralaayurveda.biz

About Sanghvi Brands Limited

Sanghvi Brands Limited, is one of the world's largest luxury spa and wellness operators. The company operate L'Occitane Spas, Spa by Clarins, ELLE Spas among others and work with some of the best hotel groups in the world including the Ritz Carlton, JW Marriott, W Hotels, Accor Group, Intercontinental Hotels. Directly and through its subsidiaries company operations are spread across the United States, the Middle East, and the Indian Ocean. For more information visit at www.sanghvibrands.com

About W – GOA

W Goa draws inspiration from the state's rich history as a mecca for the alternative, one steeped in a vibrant culture that includes an influx of visitors from hippies in search of paradise, New Age devotees, purveyors of psytrance and yogaphiles from around the globe. W Goa captures the rustic and dramatic landscape of Goa as well as its cosmopolitan, multi-

cultural vibe, injecting Vagator with the exuberant spirit uniquely known to W Hotels. W Goa offers 109 stylish and spacious guestrooms and villas discreetly spread out across the private coastal setting with breathtaking views of the sea. Relish Insider access to the hip local culture of Goa with annual local festivals and street parties to further amplify the vibrant scene. Kick back on the WET® Deck or at the Rock Pool to catch that holiday sun-kissed body. Four dining venues fuel the fun, while FIT and the indulgent SPA by CLARINS reboot your body.

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 KeralaAyurveda's expectations or beliefs as of any date subsequent to the date of this release.

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