

**The Manager**

Date:25.09.2019

Dept. of corporate services  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001  
Scrip code: 530163

Dear Sir,

Sub: Copy of Chairman's Speech at the 27<sup>th</sup> Annual General Meeting

Please find enclosed herewith Copy of Chairman's Speech delivered at the 27th Annual General Meeting of the Company held on 24<sup>th</sup> September, 2019. This is for your information.

For Kerala Ayurveda Limited



Surbhi Sharma  
Company Secretary

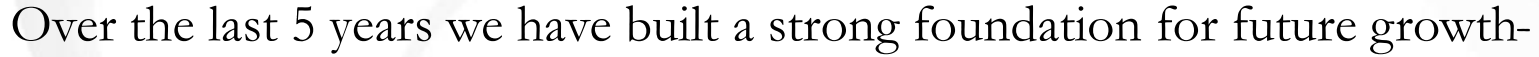


**KERALA AYURVEDA LTD.**

**27<sup>th</sup> ANNUAL GENERAL MEETING**

**24<sup>th</sup> Sept, 2019**





1. KAL is the most awarded, Integrated Ayurveda company
2. KAL was awarded ASSOCHAM Herbal Company of the Year
3. FICCI award to Ayurvedagram as the Best Treatment Center



# INDIA TODAY awards Kerala Ayurveda Ltd the prestigious 'Make in India Emerging Entrepreneur Award, 2017'

75  
YEARS OF INDEPENDENCE







# KAL Award

75  
YEARS OF INNOVATION



**ASSOCHAM, HERBAL COMPANY  
OF THE YEAR 2016**



# Ayurvedagram Award

75  
YEARS OF INDEPENDENCE



**MEDICAL VALUE TRAVEL AWARDS,  
WELLNESS CENTRE OF THE YEAR 2017**



# Ayurvedagram Award

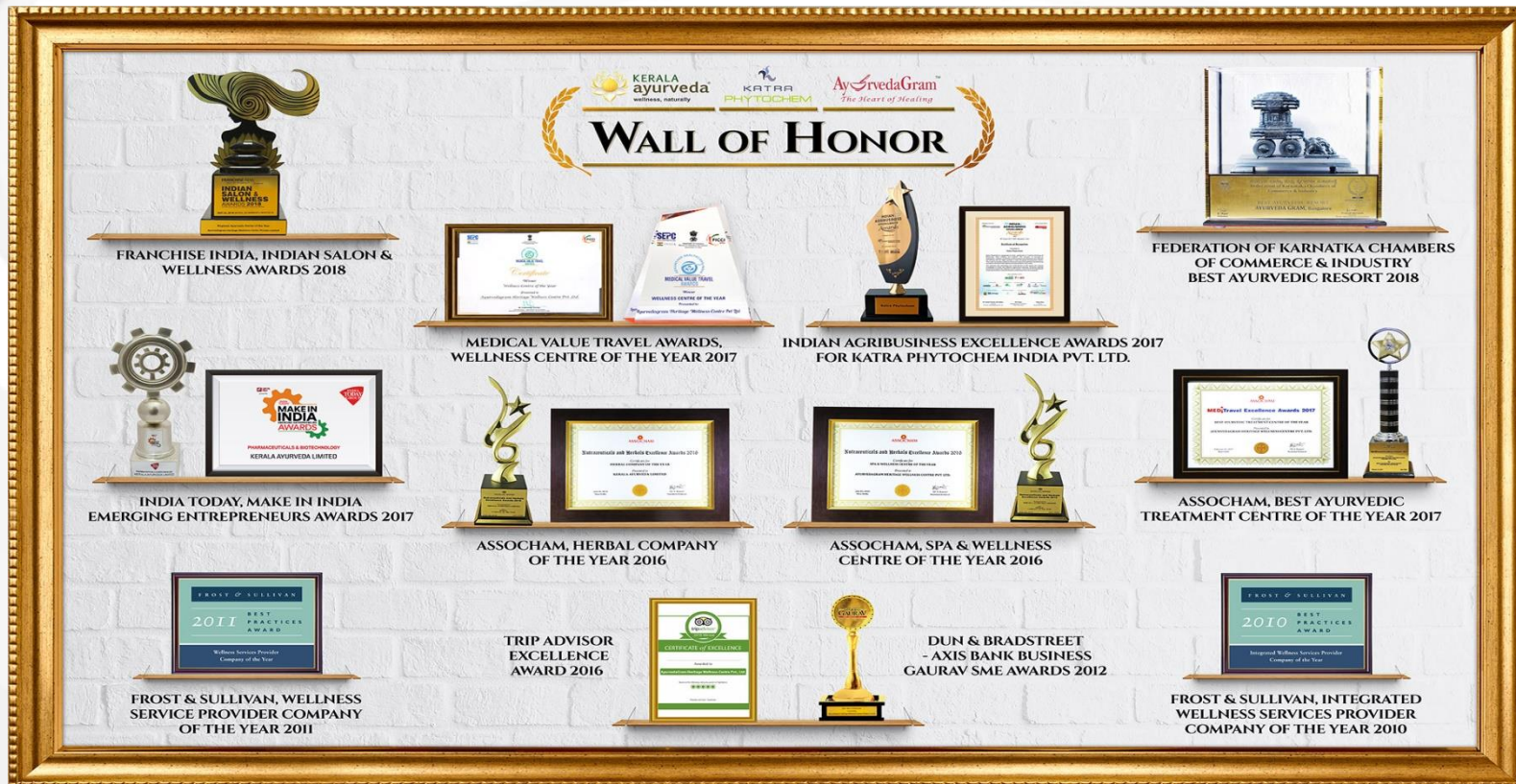


**ASSOCHAM, SPA & WELLNESS  
CENTRE OF THE YEAR 2016**



# Wall of Honor

75  
YEARS OF INNOVATION





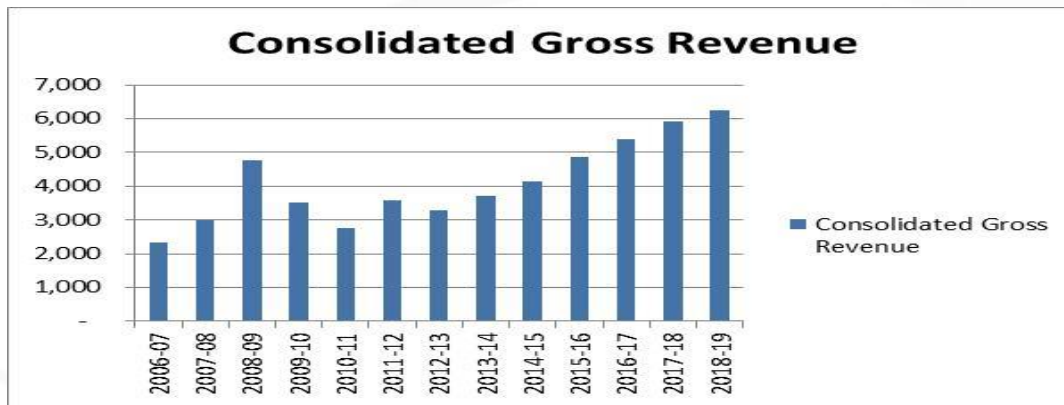
# Key takeaways

- KAL on Consolidated basis had cumulative losses of Rs 32.61 cr from FY 2006-07 to FY 2012-13
- KAL on Consolidated basis earned cumulative profits of Rs 14.83 cr from FY 2013-14 to FY 2018-19 and is on path to recovery
- Interest Free Loan from Katra Group peaked at Rs 53.45 cr in FY 2012-13
- Even at notional simple interest @ 10% PA, value of waived interest by Katra Group is Rs 46.96 cr till FY 18-19





# KAL – Overview FY 2006 to 19



Rs in Lakhs







## KAL – Overview FY 2006 to 19



Rs in Lakhs



# Interest free loan from Kattr utilized to build company's long term strength



## ASSETS

- Land Parcel of 8.50 acres at Manyali for setting up Ayurvedagram Resort having river on two sides
- Land Parcel of 4 acres in Kerala for setting up new factory

## RESEARCH

- Research in US thru Renovel which generated multiple patents
- Conducted Human trials of K-10 formulation at BHU and Patent applied

## US BUSINESS

- Over 6,000 Hours of content and over 2,000 Alumni over last 12 years
- Accreditation from State of California and the State of Washington
- Significant platform for sales of KAL innovative products



# KAL is well poised for the future



## SERVICES

- National Awards as “Best Ayurvedic Treatment Centre” and “Medical Tourism”
- Expansion on global basis

## PRODUCTS

National Award for Product Innovation and Research - India Today & ASSOCHAM

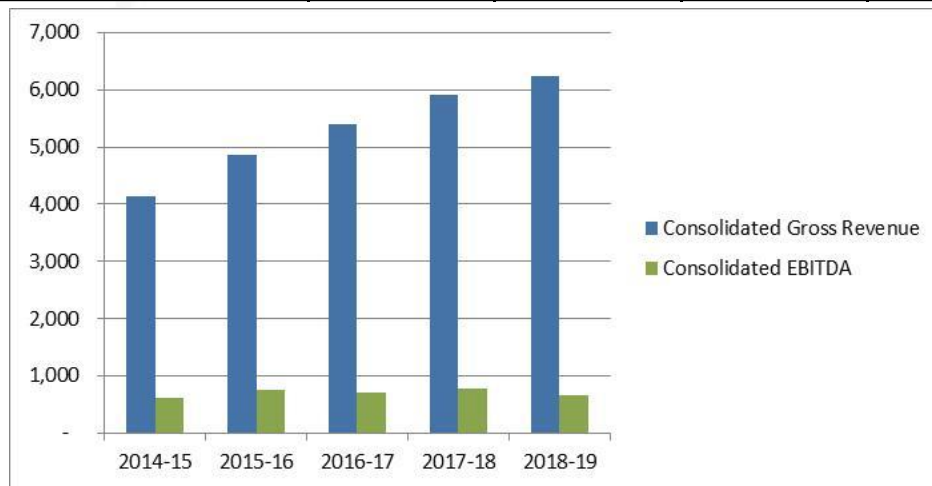
## US BUSINESS

- Largest Ayurveda Education in US with over 6,000 hours of approved content
- Accredited by California State and Washington States



# Key takeaways

YEAR (Amt in Rs Lakhs)	2014-15	2015-16	2016-17	2017-18	2018-19
Consolidated Gross Revenue	4,148	4,869	5,407	5,914	6,235
Consolidated EBITDA	608	764	718	786	651



Results for FY18-19 are actually encouraging except for the massive floods in August 2018.

FY18-19 revenues grew by 6%, would have **been 20%+** but for the flood impact

# **Relentless Rain and Devastating Flood: Kerala Aug, 2018**



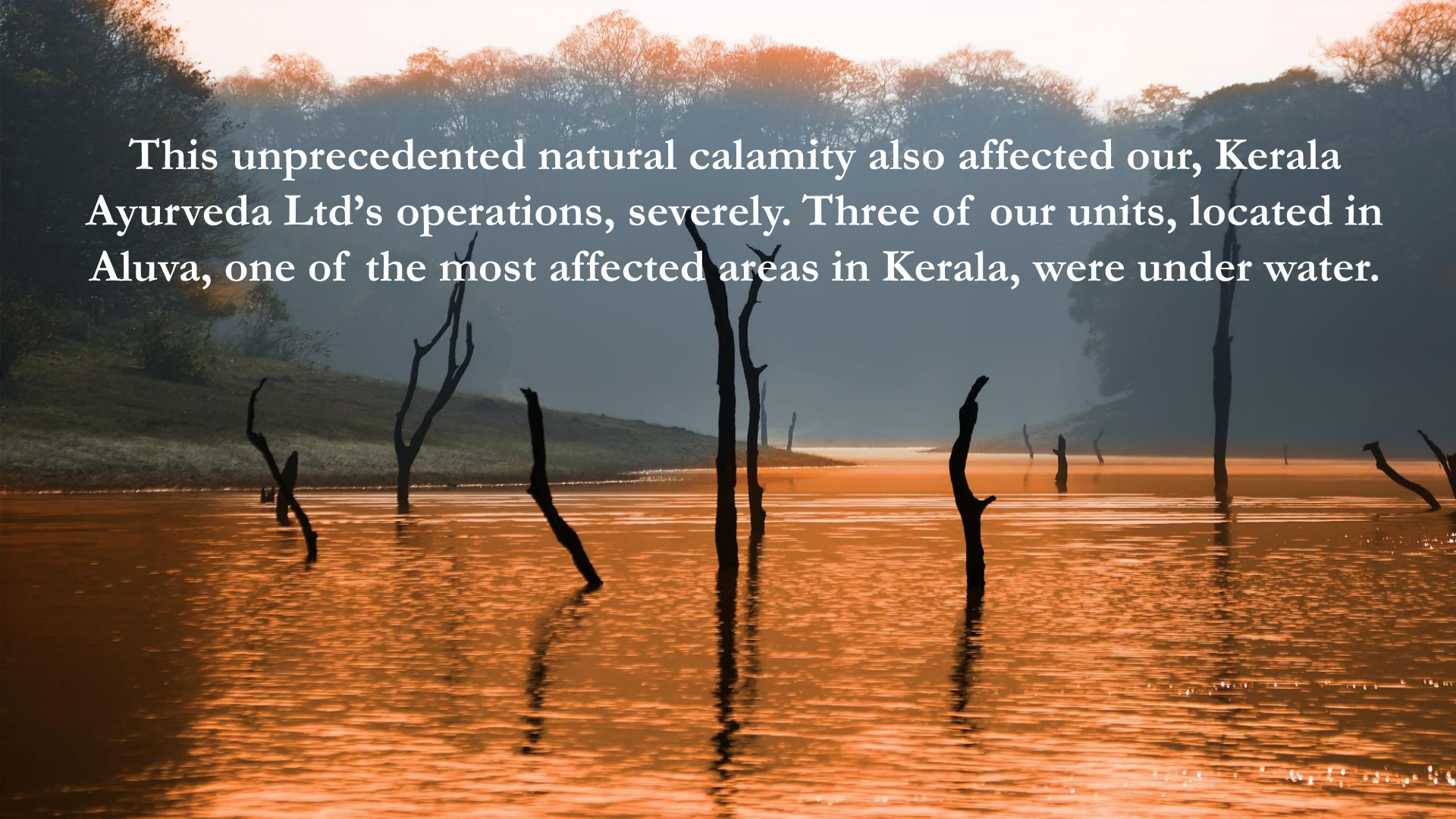


An aerial photograph showing a coastal village surrounded by floodwaters. The village, located in the lower half of the frame, is densely packed with buildings featuring colorful roofs (red, blue, orange) and is heavily forested with palm trees. The surrounding land, particularly in the upper half, is a vast, flat, green area that has been completely inundated with murky, brown floodwater. The water extends to the horizon, isolating the village and the remaining landmasses.

It left with over 1 Million  
People in Relief Camps....

More than 400 reported dead....



A landscape photograph showing a flooded area with several dead, skeletal trees standing in the water. The water is a deep orange-brown color, reflecting the light from the sky. In the background, a line of trees with some autumn-colored foliage is visible on a hillside. The overall scene is somber and evokes a sense of natural calamity.

This unprecedented natural calamity also affected our, Kerala Ayurveda Ltd's operations, severely. Three of our units, located in Aluva, one of the most affected areas in Kerala, were under water.



# Rescue team comes from Bangalore



As floods receded, a volunteer group of 25 from Katra Group companies from outside Kerala jumped into action and relocated themselves to Kerala for 15 days







## Relief Work

- Joined by another 100 of Kerala based staff, they formed teams of 8-10 each and worked to rehabilitate over 50 KAL families who were in relief camps, with their homes severely damaged
- They helped clean out their homes and later to re-instate our operating units as well





# Relief work at KAL Employee' homes

BEFORE



AFTER

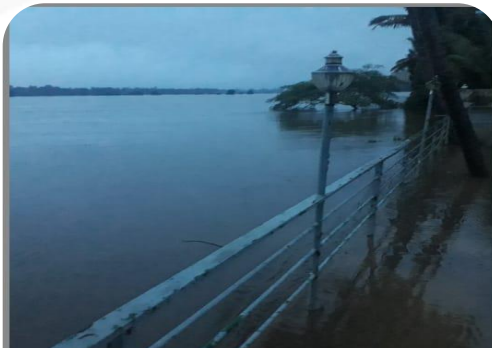




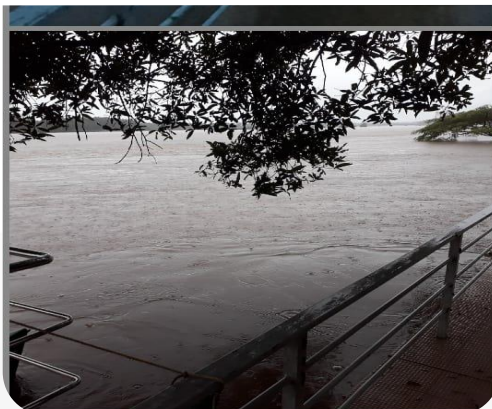


# The Health Village, Aluva

BEFORE



AFTER





# Raw Drug Division, Kottai, Nedumbaserry

BEFORE



AFTER







# KAL Hospital, Aluva

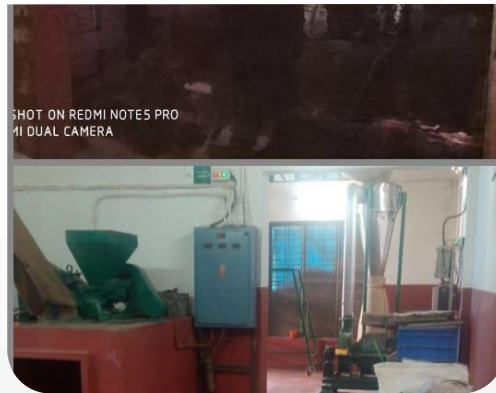
75  
YEARS OF SERVICE



BEFORE



AFTER





# KAL FG Depot, Panaikulam

BEFORE



AFTER



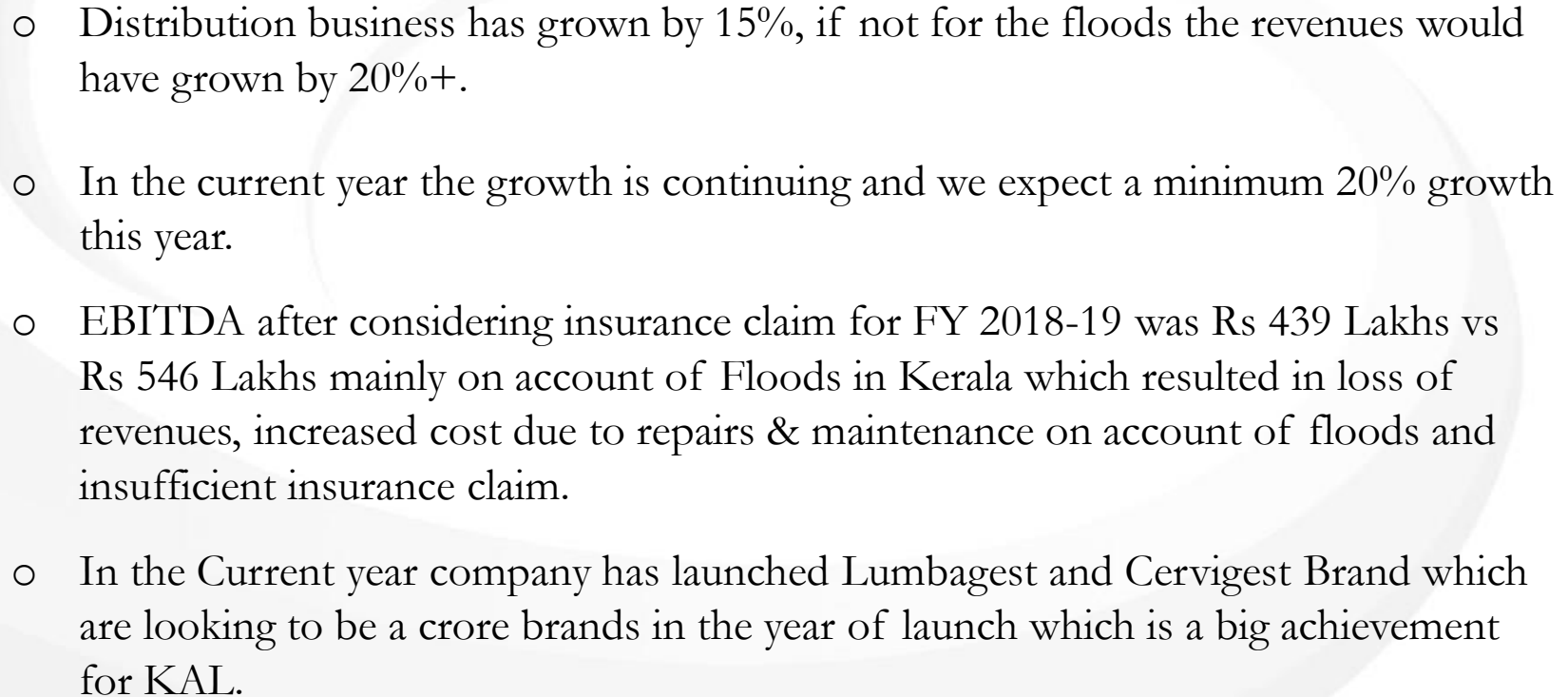


# Relief Aid

- Katra group employees/volunteers generously donated a part of their salaries to assist their colleagues and KAL matched the amount contributed.
- Rs 14 lakhs was mobilized in total
- 127 families were given credit of these funds
- In addition, KAL conducted relief camp at factory and donated relief material and medicines



# RESULTS







# KAL – Key Initiatives

## Key initiatives

- New Product Launch
- Packaging Revamp
- KALPAM initiative
- USA products which meet USFA and Prop 65 regulations
- USA new education program
- Ecommerce focus and increased web presence

We expect FY19-20 to be a good year and FY20-21 even better where all initiatives will start yielding results.





# **New Products Launched in FY 19-20**



**KAL Annual Sales Meet was conducted on 16th April, 2019 in Cochin where two new products were successfully launched - Cervigest and Lumbagest Capsules for spine care**

75  
YEARS OF SERVICE





# Lumbagest Launched in May 2019

75  
YEARS OF TRADITION



**Lumbagest soft gel capsule** is a proprietary ayurvedic formulation that effectively helps reduce inflammation and provides a quick relief from acute low back ache. This unique time tested formulation contains two traditional recipes viz., Simhasyadi kwatha, described under Shotha chikitsa in Bhaishajya Ratnavali and Nirgundi- Eranda Prayoga renowned for strengthening the low back and manages Kati Shula (low back pain), Sandhi Sopha (disc herniation).



## Indication:

- Sciatica
- Lumbar Spondylitis
- Low back-ache
- Low back muscular pain
- Low back pain radiating to lower limbs

Effective solution for  
Lumbar Spondylitis & Sciatica

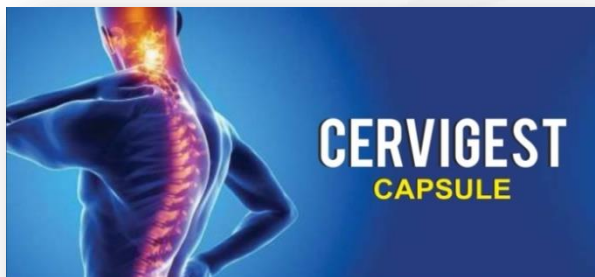
Dosage : 1-2 capsules daily or as directed by physician.



Toll Free Number: 1800.103.5790  
info@keralaayurveda.biz | www.keralaayurveda.biz



# Cervigest Launched in May 2019



**Cervigest soft g capsule** is Potentiated formulation inspired from a combination of ancient ayurveda oils – 'Kubjaprasarini thailam & Kethakimuladi thailam', mentioned in the Ancient Ayurvedic treatises for Comprehensive Cervical Spine Care. It contains enriched & effective actives since 'Avartanam' a technique of potentiating the formulation with the objective of increasing the therapeutic properties of formulation and reducing dosage was used.

**Indication:**

- Cervical Spondylosis
- Stiff Neck and back • Spinal deformities
- Neck pain radiating to lower back, hands.
- Neck pain with numbness radiating to hands.
- Muscular spasms at neck & back.
- Inflammatory & degenerative changes in inter-vertebral discs
- Supports the strength of Para-vertebral muscles of neck.



### Comprehensive Cervical Spine Care

**Dosage:** 1-2 capsules daily or as directed by physician.



**Toll Free Number: 1800.103.5790**  
**info@keralaayurveda.biz | www.keralaayurveda.biz**







# Kerala Ayurveda participated in World Ayurveda Congress event in Trivandrum Jan 2019, Ministry of Ayush, Government of India







# Packaging Changes



# New Packing

75  
YEARS OF INNOVATION





# New Packing

75  
YEARS OF TRADITION





# New Packing

75  
YEARS OF INNOVATION







# New Packing

75  
YEARS OF INNOVATION





# Ayurvedagram Range of Cottage Products





# Expansion through KALPAM



# Dr. Mahesh Birla – Powered by Kerala Ayurveda (KALPAM) Ojus Ayurveda - Jalgoan



- A new IP facility with 28 beds.
- The Panchakarma section has 7 Rooms
- Inaugurated on 25<sup>th</sup> August'19









# AYURSOUKHYAM (Thane) (KALPAM – opened Feb 2019)





# Dr. Era Ayurveda – Powered by Kerala Ayurveda (KALPAM)



Dr.Era  
Ayurveda

POWERED BY  KERALA  
ayurveda®  
wellness, naturally  
SINCE 1945

DLF – 2<sup>nd</sup> Phase – Gurgaon, Near Delhi

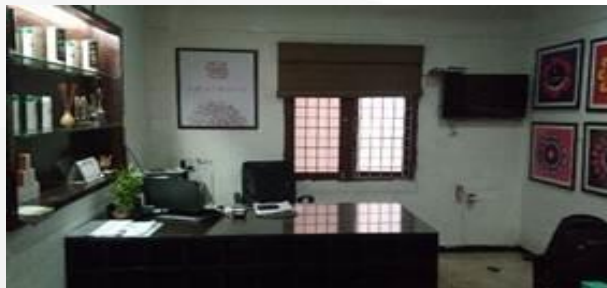
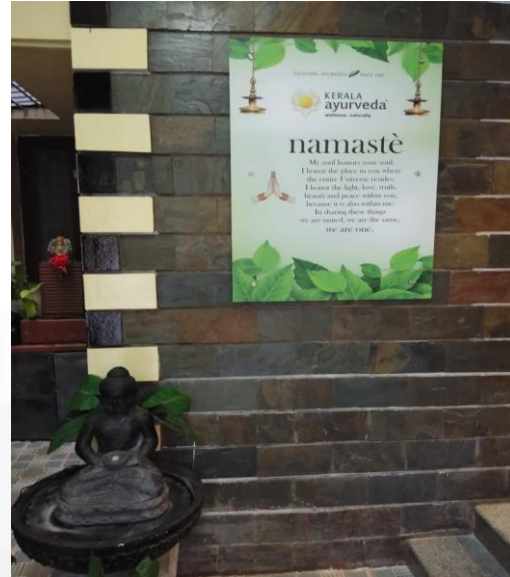
2 Treatment Room Facility and the expansion will happen in DLF – PHASE 1 with the same doctor





# Kasturinagar Clinic – (1<sup>st</sup> Tie Up)

75  
YEARS OF SERVICE







# NEW CLINIC ( Vashi, Navi Mumbai, AYURSOUKHYAM)

Opening Shortly



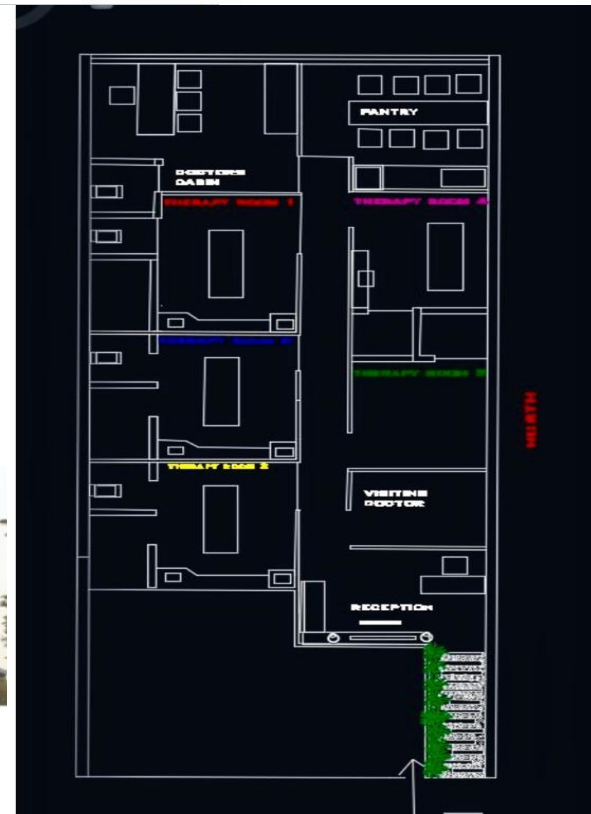
आयुर्सौख्यम्



IndiaMART

Vashi Corporate Office interior - Vashi  
Satra Plaza Site Service ...

Vashi Satra Plaza Site



© Kerala Ayurveda Ltd.



# KAL - SBL

OPEN FROM – JULY 19



Ayurveda Treatment Rooms in W Hotel.



**SAMATVAM BY AYURVEDGARM in W Goa, 5 Star resort by Marriot Group Hotel**

# US Products Opportunity

# Wellness: a Trillion \$ opportunity

## GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



GLOBAL WELLNESS  
INSTITUTE™



# Product Launch at NAMA, USA



# Product Launch at NAMA, USA



NAMA is USA Practitioner's association with more than 1800 Practitioners. We received terrific response to our US FDA & Prop 65 compliant range of products at this event.



# Products manufactured in USA



# US Products





# US Products

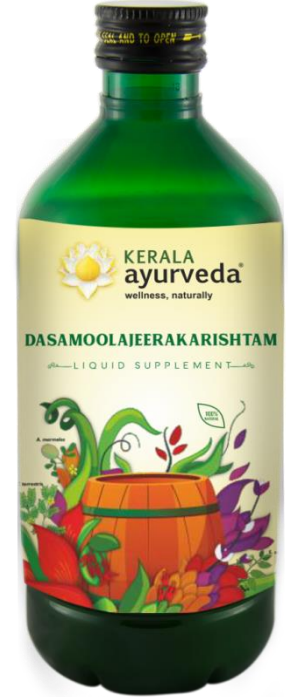
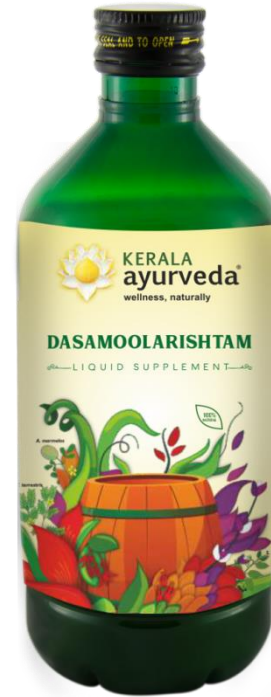


# US Products



# US Products

75  
YEARS OF INNOVATION





# Product Launch at Wellness Conclave, USA



Kerala Ayurveda is all set at Wellness post Wellness Conclave & Expo 2019 endorsed by the Ministry of AYUSH, Government of India at Santa Clara Convention Centre, California, USA. Visit our pavilion to have free Ayurveda consults, short massages and to know more about our authentic Ayurveda products, services and education.



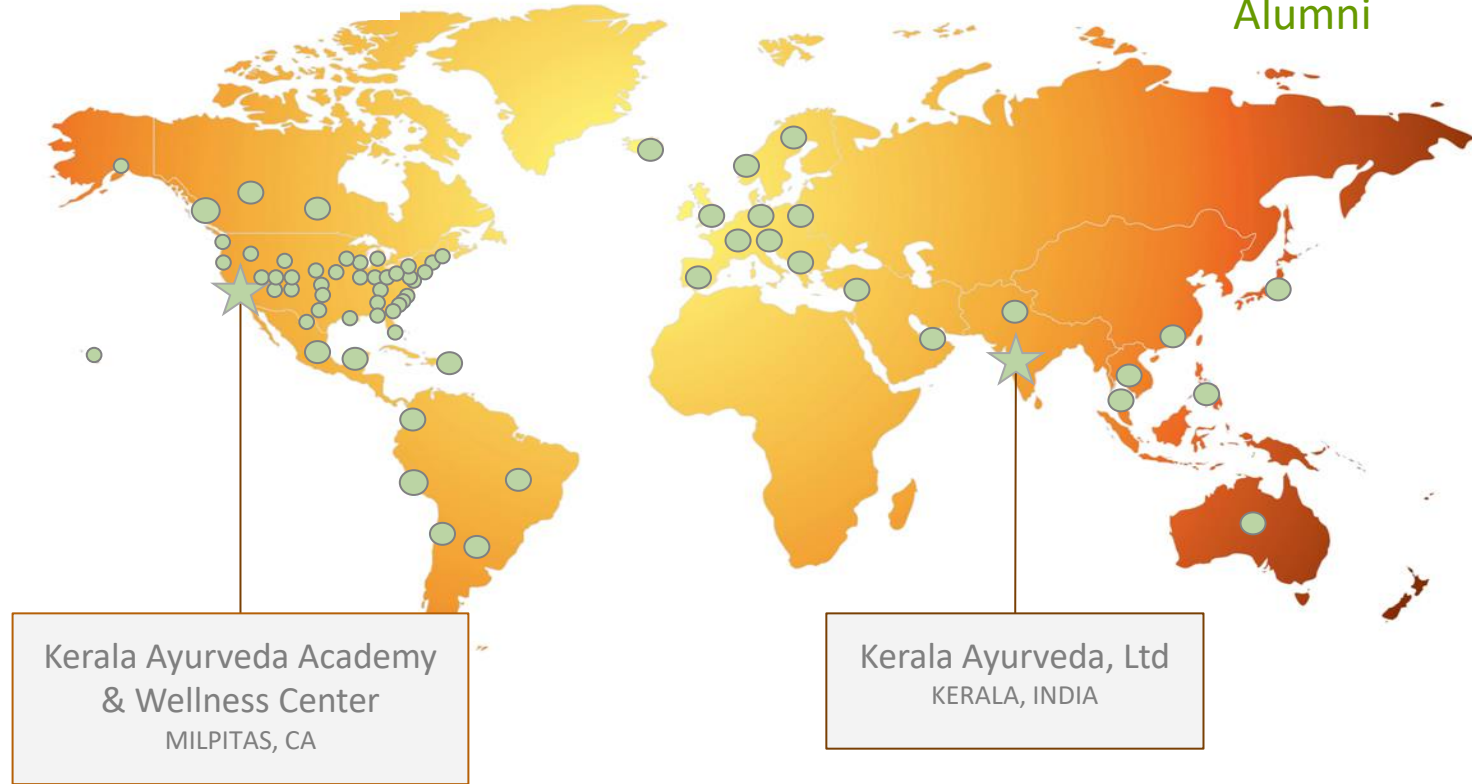
# Product Launch at Wellness Conclave, USA



# US Academy Launches New Ayurveda Doctor Program

# Our Presence

● Students & Alumni



deep roots modern voice

# Approval

BPPE, California  
state approves  
2500 hours  
Ayurvedic  
Doctor Program



Business, Consumer Services, and Housing Agency - Edmund G. Brown Jr., Governor  
**Bureau for Private Postsecondary Education**  
2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833  
P.O. Box 980818, West Sacramento, CA 95798-0818



## Approved Educational Program List

*In accordance with the provisions of California Education Code 94866 or 94890, the Bureau for Private Postsecondary Education approves:*

*Ayurvedic Academy Inc., dba Kerala Ayurveda Academy*

*691 S. Milpitas Blvd., Suite 206  
Milpitas, CA 95035*

*School Code #: 72482254  
Site Type: Main*

*to offer the following program(s)/course(s):*

<u>Program Name</u>	<u>Length of Instruction</u>	<u>Program Approved</u>	<u>Program Type</u>	<u>Distance Learning</u>
Advanced Principles and Practice of Panchakarma (In Class & Live Streaming)	17.00 Hours	07/09/2018	Non-Degree	Yes
Ashtanga Hridayam (Live Streaming) (Continuing Education)	22.50 Hours	07/09/2018	Non-Degree	Yes
Ashtanga Hridayam Weekly Sessions (In Class & Live Streaming)	90.00 Hours	07/09/2018	Non-Degree	Yes
Ayurvedic Assessment and Pulse Diagnosis (In Class & Live Streaming) (Continuing Education)	25.50 Hours	07/09/2018	Non-Degree	Yes
Ayurvedic Clinical Mentoring Webinars for Counselors (Live Streaming) (Continuing Education)	6.00 Hours	07/09/2018	Non-Degree	Yes
Ayurvedic Clinical Mentoring Webinars for Practitioners (Live Streaming) (Continuing Education)	6.00 Hours	07/09/2018	Non-Degree	Yes
Ayurvedic Doctor (Hybrid)	2,500.00 Hours	07/09/2018	Non-Degree	Yes





# New Doctor Program

## Scope of practice



### U.S. Ayurvedic professional scope of practices:

Ayurvedic Health Counselors

Ayurvedic Practitioners

Ayurvedic Doctors



### Upon graduation, Ayurvedic Doctors can:

- Assess & determine clients' imbalances
- Provide guidance on diet, daily routines, pranayama and meditation
- Suggest herbs, spices & herbal supplements
- Recommend & perform some Ayurvedic bodywork techniques
- Offer workshops & lectures teaching Ayurvedic principles of managing imbalances
- Collaborate with medical professionals and contribute to research and clinical studies

# Prerequisites



- Completion of the Ayurvedic Wellness Practitioner (AWP) certification program or an equivalent **level II program** from another institution.

Note: detailed transcripts are required from graduates from other schools which are not NAMA-approved.

- Equivalent of **6 college level Anatomy & Physiology credits** are required. It's not required to complete the A&P course prior to enrollment in this course; it can be taken simultaneously as a corequisite, as long as it is completed for certification. We offer an online partner course - learn more on our website.
- Ayurvedic Doctors with a Bachelor of Ayurvedic Medicine & Surgery (BAMS) degree may join the program directly as all the above prerequisites are satisfied by their degree. An application is still required.

# Structure



## Master track

18 Weekend classes (17 hours)

26 Saturday classes (5 hours)

## Allied Track

Workshops- Assessment, Formulation, PK

Webinar series- Ashtanga Hridayam, Vedic Formulation, Clinical

Mentoring, Sanskrit

Clinical Internship (500 hours)

India & US

Clinical Apprenticeship

Dissertation

# Format



## **Assignments & Projects**

Independent Review

Clinical Encounters

Herbarium Project

Formulation Record

Panchakarma Practice

On-site Clinical Experience Practicum

## **Clinical Specialty & Dissertation**

Kayachikitsa: Ayurvedic General Medicine

Manasaroga: Ayurvedic Psychiatry

Streeroga and Prasooti Tantra: Women's Health

Digestive and Metabolic Disorders

## **Clinical Internship**

500 Hours - U.S. and India



# Clinical Internship format options

## Option 1

### U.S. Clinical Internship

#### Format & Schedule:

50-hour, 5-day segments

Mon-Fri 9:00-5:30pm

Offered approximately every 6 months

#### Location:

Kerala Ayurveda Wellness Center, Milpitas,  
CA

## Option 2

### India Clinical Internship

#### Format & Schedule

15 Days - 150 hours

Offered approximately once per year

#### Locations

Kerala Ayurveda Limited, Cochin, Kerala &  
AyurvedaGram Heritage Wellness Center,  
Bangalore

*150 hours required*

## Option 3

### Externship

#### Can be satisfied with:

1. Clinical externship under an Ayurvedic Doctor approved by KAA
2. Independent Clinical externship with Ayurvedic Doctors on specialties at KAA Clinics, Hospitals or Ayurvedic Colleges in India
3. Community Ayurvedic Clinic (50 hours max)

*100 hours maximum*

# US Clinical Internship



**2019-2022 dates:**

2020: April 6-10, August 24-28

2021: March 1-5, August 16-20

Immerse yourself in a week of clinical Ayurveda at our fully operational wellness center, including:

- Clinical assessment, development of chikitas protocol, implementation and follow up
- Herbs and herbal blending, formulation making and development
- Panchakarma preparation, implementation and post-therapy Rasayana
- Case paper assignments

# India internship



## 2019-2022 dates:

2020: May 4-18, 2020, August 2-16

May 18-June 1, August 23-September 6

Work alongside Ayurvedic Doctors at our clinics and hospitals. Experience includes:

- Exposure to Ayurveda practiced as a stand-alone healthcare system in India
- Shadowing doctors
- Patient observation and clinical rounds
- Special therapies- Raktamokshana, Agnikarma
- Herbal Garden visits
- Herbal formula preparation
- Case discussions

# Other Programs



## Professional Certifications

Level I	<b>Ayurvedic Wellness Counselor (AWC)</b> 1 year   625 Hours
Level II (AWP)	<b>Ayurvedic Wellness Practitioner</b> 1 year   1000 Hours
Level III	<b>Ayurvedic Doctor</b> <i>in development</i> 2 ½ years

## Clinical Training

### U.S. Clinical Internship

- 1 Week Segments at our Wellness Center

### India Clinical Internship

- 15 Days Cochin & Bangalore

## Continuing Education

### Ashtanga Hridayam

- 15 Week Live Streamed Series

### Introduction to Sanskrit for Ayurveda

- 20 Week Live Streamed Series

### Ayurvedic Clinical Mentoring for Counselors & Practitioners

- Monthly Interactive Webinars

### Ayurvedic Skin & Beauty

- 2 Day Workshop

### Ayurvedic Formulation Making

- 3 Day Workshop

### Ayurvedic Assessment & Pulse Diagnosis

- 3 Day Workshop

### Panchakarma Technician Certification

*In development due to industry standards changing*



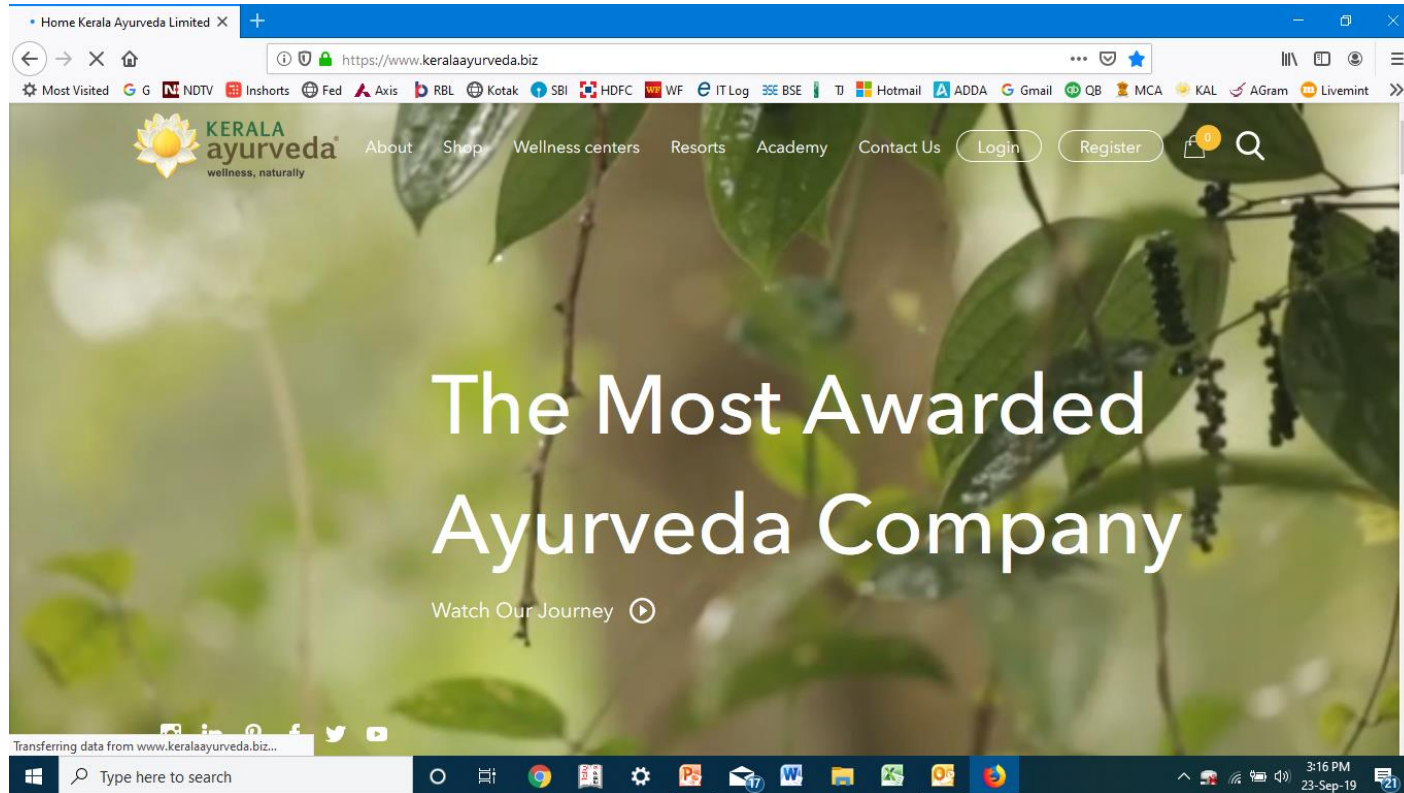
*All of our programs  
are approved by the  
National Ayurvedic  
Medical Association*



# Digital Presence has increased Substantially

# Integrated KAL Website

www.keralaayurveda.biz



# Digital Revenues have grown 10 fold in 12 mths



AMAZON



FLIPKART



1MG



HEALTHMUG



MEDLIFE



HEALTHKART



NETMEDS



NYKAA

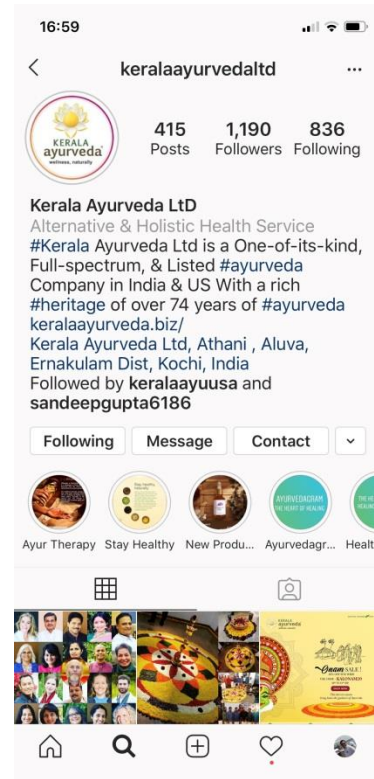
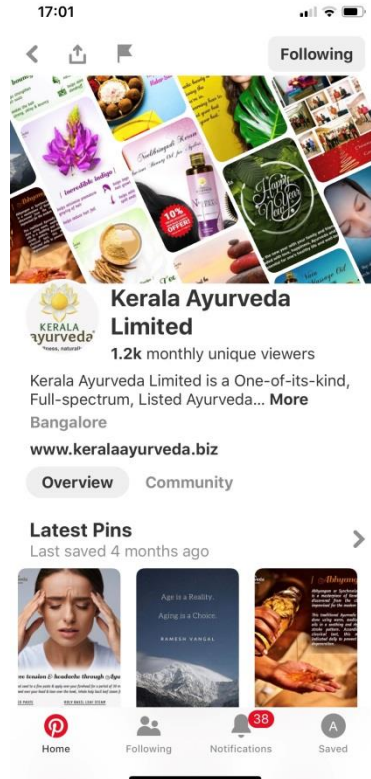
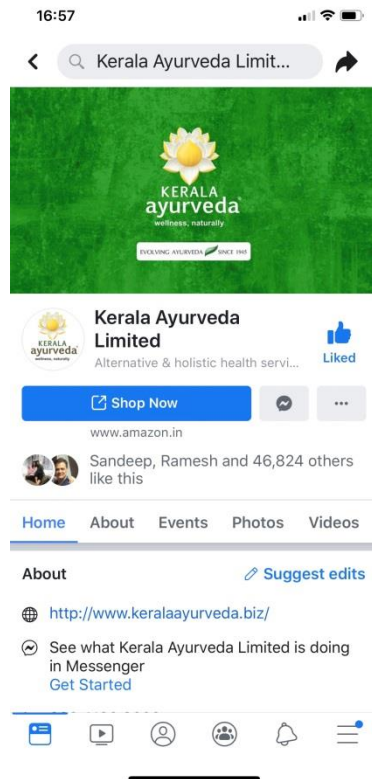


NIROGSTREET



PHARMEASY

# Social Media





# KAL 75th Year Celebrations



75<sup>th</sup> year of the company celebrations are commencing at Milpitas, USA from 27<sup>th</sup> to 29<sup>th</sup> Sept 2019.

The events will unfold in India after that.



Lotus



Doshas



Academy



Formulations



Services

# Starting with...

## Kerala Ayurveda Summit @ USA



**Advancing Ayurveda Together – Sep 27-29, 2019**

**Location: Kerala Ayurveda Academy & Wellness Center, 691 S Milpitas Blvd Ste 206, Milpitas, CA**

Kerala Ayurveda created our premier Academy Summit to strengthen our community. Together, we have built the largest active academic network in Ayurvedic education! We are bringing together leading experts from India and the U.S. to celebrate this achievement, honor our recent graduates and lead our professional forum discussions.

Whether you are an existing student, Ayurvedic professional or enthusiast, we invite you to learn and celebrate with us!

The inaugural Summit theme will be ***Advancing Ayurveda Together***, focusing on the emerging trends of our industry. This event also marks the beginning of **Kerala Ayurveda's Diamond Jubilee, the 75th anniversary of our deep roots in India**. Join the global Kerala Family to foster deeper connections, learn from one another and set the stage for our future in wellness.

# Event Overview



## Highlights

- Networking and community building with fellow alumni, our teachers, gurus and Kerala Family
- Graduation Ceremony to honor 2018-2019 certification graduates
- Keynote Speakers, Clinical, Scientific and Alumni Panels with leading experts in the Ayurveda and Yoga industry
- Yoga and Meditation led by Master Yogi Subhash Mohanty
- Cultural Showcase and Dinner featuring traditional dancers and musicians

## Event Details

**Dates:** Sep 27-29, 2019

**Location:** Kerala Ayurveda Academy & Wellness Center, 691 S Milpitas Blvd Ste 206, Milpitas, CA

**NAMA PACE credits:** [TIA – 10](#), [TIW – 2](#)



# Thank You



Lotus



Doshas



Academy



Formulations



Services

## The realm of Ayurveda has no boundaries.....