



KERALA AYURVEDA PHARMACY LTD

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Press Release

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Kerala Ayurveda launches 10 Ayurvedic Academies in the US

Kerala Ayurveda today announced the rollout of 10 new Ayurvedic Academies in the United States under its flagship academy, AYU, based out of Seattle, Washington. AYU is recognized as one of the world's leading educational institutions for advancing knowledge in the field of Ayurvedic sciences. With a faculty that includes some of India's top academicians and physicians, it offer the most authentic and highest level of Ayurvedic training available outside of India.

The business of Kerala Ayurveda today spans across India and the US across six main business lines:

- a) Academy;
- b) Products;
- c) Clinics;
- d) Hospitals;
- e) Resorts; and
- f) Services.

All the above is to ensure that the Brand of "Kerala Ayurveda" exemplifies the very essence of Ayurveda and its origins in a manner and style which helps to take the "India Advantage" global. That is the essence of the Katra Group.

With the acquisition of AYU in the United States, a robust operation of 16 years, AYU is now providing the kernel of growth for the expansion. AYU, which has an Academy, Clinic Spa & Products sales has been the forerunner in the Ayurvedic field in the US. The Ayurveda Academy is approved by the State of Washington, International Academy of Ayurveda in Pune, India and the International Holistic Health Institute in Bangalore, India. As a pioneer in the field of holistic natural healing, Kerala Ayurveda is committed to continue shaping the future of alternate medicine.

The course initially being offered by AYU will be a Certified Ayurvedic Practitioner ('CAP') where students will build a strong foundation of Ayurvedic philosophy, psychology and physiology. Students will learn to live an Ayurvedic lifestyle and will be able to integrate Ayurvedic principles and practices into their personal and professional life. Students will get a good understanding of Ayurvedic nutrition, herbology, Pancha Karma, daily and seasonal routines, and evaluation of constitution (Prakruti).

Subsequently, an Advanced Ayurvedic Practitioner ('AAP') will be offered where students will get involved in deeper learning of advanced herbology, pharmacology, pathology, diagnostics and therapeutics. They will study history taking, physical observation and examination. Students will understand detailed evaluation of imbalance (Vikruti). They will learn how to design individualized Ayurvedic treatment plans, consisting of customized diet plans, herbs and Pancha Karma. Students will also learn how to prescribe Rasayana rejuvenation, daily and seasonal routines for disease prevention. The course includes detailed theoretical and practical training in Pancha Karma. This 400 hour course includes advanced intensive training in India for 14 days at Ayurvedagram Ayurvedic Resort, Bangalore, India and an Advanced Intensive in USA.

Mr Ramesh Vangal, Chairman, Katra Group, said, *"We wish to be the pioneers in the Globalisation of Ayurveda. Towards this effort we are happy to have inducted an outstanding leader in Sonjoy Mohanty, who is recently appointed Managing Director and CEO of Kerala Ayurveda. His experience in building retail and customer businesses will provide us with an advantage in building and leveraging the enormous potential of Kerala Ayurveda globally. I believe that Kerala Ayurveda has tremendous potential and that Sonjoy will be able to unlock that potential in India and abroad."*

To rollout the centers, the company is adopting a dual strategy of Company Owned Academies and Franchisee Owned Academies. The 10 new centers are located in New York, San Francisco, Los Angeles, Orlando, Miami, Houston, Portland, Vancouver, Toronto and Hawaii.

Driving the rollout of the Ayurvedic Academies in the United States, **Mr Sonjoy Mohanty, Managing Director and CEO, said,** *"The rollout of the centers will herald a new era of Ayurvedic Learning in an organized manner in the US. Unlimited opportunities await the Ayurvedic Practitioner in the field of natural holistic health care, public education, research and writing. That Kerala Ayurveda is leading it only ensures that the Authenticity and Credibility of the courses being taught. There already exists a large mass of people currently practicing Yoga and who are aware of Ayurveda in the US. The quest to learn about Ayurveda is high and we are only serving the need by branching out quality Ayurvedic Academies."*

About Kerala Ayurveda:

Kerala Ayurveda was founded in Aluva, Kerala in 1945 by Late Vaidyan KGK Panicker, the renowned Ayurvedacharya. Now, more than half a century later, his inspired creation epitomizes all that is modern and state-of-the-art in Ayurveda. Kerala Ayurveda has over 60 Ayurvedic doctors, graduates and postgraduates, with several years of experience. Kerala Ayurveda operates a chain of 31 clinics and 5 Ayurveda Hospitals located across South India, and a Wellness resort at Bangalore.

Through its wholly owned subsidiary, AYU Inc, Kerala Ayurveda has a significant presence in the United States of America and offers a range of ayurvedic treatments and products and offers certificate programs in ayurveda through AYU Academy.

For more information, visit: www.keralaayurveda.biz or www.ayurvedaonline.com or www.ayurvedagram.com

Safe Harbor:

Certain statements in this release are forward looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward looking statements.

The risks and uncertainties relating to these statements include, but are not limited to risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in HealthCare Services, including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns in fixed price, fixed time frame contracts, client concentration, our ability to manage our international operations, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, etc. The company does not undertake to update any forward looking statement that may be made from time to time by or on behalf of the company.

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