



KERALA AYURVEDA PHARMACY LTD

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Press Release

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Kerala Ayurveda appoints Sonjoy Mohanty as its Managing Director and CEO

Kerala Ayurveda appoints Ron Pearce as additional Director and Vice-Chairman

Kerala Ayurveda to issue of equity shares on preferential basis

1. Kerala Ayurveda today announced the appointment of Mr. Sonjoy Mohanty as the Managing Director and Chief Executive Officer. Mr Mohanty will be responsible for coordinating all business and market development activities and will provide overall leadership for managing the operations of Kerala Ayurveda and its subsidiaries, in India and overseas.

As part of the management reorganization, Dr K Anil Kumar, currently Managing Director of Kerala Ayurveda, will become Executive Director – Technical, contributing his expertise in research and focus on new product development and Mr SK Arun Kumar, currently Deputy Managing Director will resign his executive position and continue to be a Director of the Company.

Commenting on the development **Dr. Anil Kumar, current Managing Director, said, "I am happy to welcome Mr. Sonjoy Mohanty to the team. Given his strong credentials I am confident that he will be able to impart the required direction and verve to Kerala Ayurveda, which would surely take the company into a phase of rapid growth. "**

Mr Ramesh Vangal, Chairman, Katra Group, said, "Sonjoy is a dynamic young professional with an impeccable track record. His experience in retail and customer businesses will provide us with an advantage in building and leveraging the potential of Kerala Ayurveda. I believe that Kerala Ayurveda has tremendous potential and that Sonjoy will be able to unlock that potential and I look forward to working with Sonjoy as a partner to build Kerala Ayurveda into one of the leading ayurveda companies, while maintaining the authenticity and credibility that is so critical in ayurveda."

Mr. Mohanty brings to Kerala Ayurveda more than 18 years of relevant experience in the customer and retail industry. Mr Mohanty joins Kerala Ayurveda from Bharti Televentures, the largest telecom company in India where he was the Chief – Customer Acquisition and Relationship Centre since December 2001. Prior to that, Mr. Mohanty has handled various leadership positions in marketing and sales in Caltex India, ICI Paints and Asian Paints. Mr Mohanty holds a Master's degree in Economics from Delhi University and obtained a Masters in Business Administration from IIM, Lucknow.

2. The Board of Directors also announced the appointment of Mr. Ron Pearce as an Additional Director and designated him as Vice-Chairman of the Company. Mr Pearce brings with him vast experience of working in global corporations, including over 28 years in Procter & Gamble, where he served as President of Procter & Gamble Far East Inc, based in Japan and Managing Director of Procter & Gamble Ltd, United Kingdom.
3. The Board also announced the issue of 500,000 equity shares on a preferential basis aggregating to Rs 30 million to Champion Investments Limited, Mauritius or any of its associate company. The issue of equity shares is being made on a preferential basis at a price of Rs 60/-, which is in accordance with the "Guidelines for Preferential Issues" prescribed under SEBI (Disclosure & Investor Protection) Guidelines, 2000. The Company will convene a General Meeting, *inter alia*, for the purpose of transacting the special business relating to the issue of the above equity shares on a preferential basis.

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 IT services and BPO, 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, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, 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.