



9th October 2018
KERALA
ayurveda
wellness, naturally

KAL/COR/BSE/10/01/2018

The Manager,
Dept. of Corporate Services,
BSE Ltd,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
FAX: 022-22723121/3719/2037

Dear Sir,

Security code: 530163
Security ID: KERALAYUR

Sub: Disclosure of events under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We would like to inform you that a Joint Venture Agreement has been signed today by the Company with Sanghvi Brands Limited, to establish, manage and operate Wellness Resorts and Wellness Ayurvedic Spas.

The additional important terms and conditions of said JV Agreement, inter alia are as follows:

- The Company and Sanghvi Brands Limited each shall hold 50% of the paid-up share capital of the JV Company;
- Sanghvi Brands Limited is not related to any of the Promoter and/or Promoter Group entities of the Company; and
- The JV Agreement executed by and between the Company and Sanghvi Brands Limited, does not fall within the ambit of 'Related Party Transactions'

A press release in this regard is enclosed herewith.

Kindly take the same on record.

Thanking you.

Yours faithfully,

For Kerala Ayurveda Ltd


K. Raghunadhan
Company Secretary

Encl: Press Release Dated 9th October, 2018

Kerala Ayurveda Limited
CIN - L24233KL 1992PLC006592

Regd. Office
Athani Post, Ernakulam District
Kerala - 688 585, India.

Corp. office :
1134, 1st floor, 100 feet Road
HAL 2nd Stage, Indira Nagar, Bangalore - 560 008

KERALA AYURVEDA LTD

Regd. off: VII/415, Nedumbassery, Athani PO-683585, Aluva, Kerala.
www.keralaayurveda.biz



October 9, 2018

Kerala Ayurveda Ltd enters into Joint Venture Agreement with Sanghvi Brands Ltd

Kerala Ayurveda Limited and Sanghvi Brands Limited today jointly announced that they have entered into a Joint Venture, to develop Ayurvedagram Wellness Resorts and Ayurvedagram inspired Ayurvedic Spas across the world.

Kerala Ayurveda Limited, through its subsidiary, owns and operates the Ayurvedagram Wellness Resort in Bengaluru. Ayurvedagram is one of the world's most awarded Ayurvedic Resorts and has set new standards in holistic and therapeutic healing.

The joint venture will leverage the unparalleled Ayurveda expertise and credibility of Kerala Ayurveda Limited, along with the global reach and operational infrastructure of Sanghvi Brands Limited.

The joint venture will develop and operate Ayurvedagram Wellness Resorts varying in size from 30 keys to 100 keys. The joint venture will also develop Ayurvedic Wellness Spas inspired by Ayurvedagram, which would be made part of the Spas across luxury hotels, globally.

The companies are currently in discussion with prospective property owners in Europe, South East Asia, Middle East, USA and India to launch the first set of Ayurvedagram Wellness Resorts through the joint venture.

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, directly and through its subsidiaries operates luxury Spas in the United States, Middle East, Sri Lanka and India, in leading luxury hotels such as Ritz Carlton, JW Marriott, W Hotels, Novotel, Intercontinental Hotels amongst others.

For more information visit at www.sanghvibrands.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 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 Kerala Ayurveda's expectations or beliefs as of any date subsequent to the date of this release.

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www.keralaayurvedaacademy.com | www.thehealthvillage.com**