

KERALA AYURVEDA LTD

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www.keralaayurveda.biz

AyurvedaGram™
The Heart of Healing

Bengaluru**October 17, 2017**

Ayurvedagram Heritage Wellness Centre wins the 'Wellness Centre of the Year' at the FICCI Medical Value Travel Awards, 2017 Held in Bengaluru from October 12-14, 2017.

We wish to proudly inform that, in recognition to our contribution to India's medical tourism, **Ayurvedagram Heritage Wellness Centre Pvt. Ltd.**, a subsidiary of Kerala Ayurveda Limited, was awarded the '**Wellness Centre of the Year**', at the **FICCI Medical Value Travel Awards 2017**, jointly organized by FICCI, Department of Commerce, Ministry of Commerce & Industry, Government of India, and Service Export Promotion Council (SEPC), held at Bengaluru from October 12-14, 2017.

The selection process was rigorous and it included joint due diligence by FICCI, the Ministry of Commerce and Industry, Government of India and Ernst & Young.

Mr. Ramesh Vangal, Chairman, said 'It is indeed a privilege to be adjudged the '**Wellness Centre of the Year**'. India can be a leader in making affordable, holistic health care globally available. Medical tourism is emerging as one of the fastest growing segments of Indian tourism industry, and India is a popular destination for providing Global standards of healthcare at affordable cost. Kerala Ayurveda Limited is all set to tap the potential of growing medical tourism in India and be a major player in offering the authentic Kerala style ayurvedic treatments'.

'We are the most awarded ayurveda centre in India, recognised as among the best. We represent a 70 year old company treating over 70,000 patients a year, with authentic Kerala tradition which is established by hard core modern science offering a journey of 'Discovery' to global wellness enthusiasts. Ayurvedagram offers an experience of a magnificent heritage resort, with exclusive ancestral mansion & palace which is as old as 150 - 170 years' he added.

On receiving the award, Mr. Senthil Kari, General Manager, Ayurvedagram, expressed "Getting this award is a testimony to the fact that Ayurveda is finally getting the recognition



it deserves. The Department of Ayush along with the industry is promoting Ayurveda treatments, its global visibility and its acceptance. This award is special as it was presented to us amidst delegates from the medical field from over 60 countries. It is our privilege that our Senior Doctor, Dr. R. Manmohan was invited to speak at the forum on the increasing acceptance of Ayurveda and its benefits”.

AyurvedaGram Heritage Wellness Centre has received many accolades including the prestigious ASSOCHAM award for the Best Ayurvedic Treatment Center of the Year, 2017; MediTravel Excellence Awards, 2017; Trip Advisor excellence and The Best Practices Award from Frost & Sullivan continually in 2010 and 2011 for the “Wellness Service Provider Company of the year”. The award of “Integrated Wellness Service Provider Company of the year 2010 & 2011” is a testimony of the company’s vision to furthering the acceptance of alternative medicine, like Ayurveda, worldwide, by providing products and services that are authentic, pure and meet global standards.

About FICCI - Federation of Indian Chambers of Commerce & Industry

Established in 1927, FICCI is the largest and oldest apex business organisation in India. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

About AyurvedaGram Heritage Wellness Centre

AyurvedaGram Heritage Wellness Centre, KAL Subsidiary is a pioneer in wellness industry with a focus on an integrated approach to establish the efficacy of authentic Ayurveda through modern medicine validation techniques. Spread over 12 acres of pristine natural settings and accommodations that are traditional dwellings that once dotted the landscape of Kerala, AyurvedaGram is the preferred destination for persons from different parts of the globe suffering from various pathologies ranging from congenital disorders, auto-immune diseases, lifestyle illnesses, anomalies of the mind as well as those seeking preventive health care and provide authentic Kerala style of treatments, within a heritage resort ambience.

For more information visit us at – www.ayurvedagram.com

About Kerala Ayurveda Limited

Kerala Ayurveda was founded in Aluva, Kerala in 1945 by Late Vaidiyan KGK Panicker, the renowned Ayurvedacharya. Kerala Ayurveda Limited is a 70 year old full spectrum-Listed Ayurveda company, in India, that has preserved the rich heritage of Authentic Ayurveda. Its footprint spans Academies, Wellness Resorts, Hospitals, Clinics, Products and Services in India & US. Touching over a million lives in the last 70 years, products and services bring alive a 5000 year old traditional knowledge.

Over 350 Classical & Proprietary Formulations, a Herbal Garden that leverage the beneficial effects of over 1200 Medicinal Herbs, its own Manufacturing Facilities and R&D Centers, Kerala Ayurveda Limited is in a League of its own.

Kerala Ayurveda Limited has over 50 Ayurvedic doctors, graduates and post-graduate medical staff, with several years of experience under its network. Kerala Ayurveda Limited operates a chain of 16 treatment centers & clinics and 2 Ayurveda Hospitals located across India, and a wellness resort in Bangalore, "AyurvedaGram". Through its subsidiaries in the United States, Kerala Ayurveda has a significant presence across 3 locations and offers a range of ayurvedic courses, treatments and healthcare services. With a view to disseminate and educate, Kerala Ayurveda has reached out of the Indian shores to set up the largest Ayurveda Academy outside of the country in Seattle, Washington. Over a 1000 students have undergone programs that teach the principles of Ayurveda with hands on experience working with our Physicians in India.

KAL has embarked on an exciting journey over the last 2 years to validate Ayurveda through a rigorous, scientific process based on US FDA norms. The research chain has dug deep into the ancient Ayurvedic texts, purity of ingredients, herbal chemistry and validation of claims through science. Our development initiatives are driven by this capability to deliver products and services with a clear understanding of the principles of Ayurveda with a guarantee on safety, purity and efficacy.

For more information visit us at www.keralaayurveda.biz

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 Limited's expectations and beliefs as of the date of this release. represent Kerala Ayurveda anticipates that subsequent events and developments may cause these expectations and beliefs to change. However, while represent 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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