

KERALA AYURVEDA LTD

Regd. office: VII/415, Nedumbassery, Athani P.O-683 585, Aluva, Kerala.



Bangalore
5th July 2012

Kerala Ayurveda Panchakarma Centre at BHU under PPP.

Banaras Hindu University (BHU), Varanasi proudly announces the inauguration of the first-of-its-kind Panchakarma Treatment Centre at the S S Ayurveda Hospital in association with Kerala Ayurveda Ltd (KAL). Padmashri Dr. Lalji Singh, Vice Chancellor, BHU inaugurated the Centre on the 1st of July 2012 in the presence of Sri. Ramesh Vangal, Chairman, KAL & Katra Group.

This Centre aims to deliver authentic traditional therapies unique to Kerala. KAL will operate the center with Doctors and Therapists trained in the Kerala tradition of Ayurveda treatment at KAL academies.

This Panchakarma Treatment Centre has been established as a part of a MoU entered by BHU with Kerala Ayurveda Ltd, a Kochi based Ayurveda Company to extend the specialized Kerala Ayurveda Therapies to the patients and students of BHU. Kerala Ayurveda Ltd. founded in 1945, is one of the leaders in providing Panchakarma and other traditional forms of Ayurvedic treatments. With the establishment of the Panchakarma Centre, the people of Varanasi and patients coming to the S S Ayurveda Hospital will be able to avail of the facilities of this unique style of treatment.

Sri. Ramesh Vangal, during the inauguration said “We are excited at the opportunity of bringing unique Ayurvedic therapies from Kerala to BHU and this part of India. It is a privilege and an honor to be associated with BHU and have the Vice Chancellor Padmashri Dr. Lalji Singh grace the occasion.”

KAL has got its KAL US Academy curriculum accredited by BHU and further wishes to tap into BHU’s expertise and value add the curriculum that are being offered through KAL Academies, scientific validation of Ayurveda Therapies, formulations and Pharmacognosy.

About Banaras Hindu University

Banaras Hindu University is an internationally reputed temple of learning, situated in the holy city of Varanasi and was founded by the great nationalist leader, Pandit Madan Mohan Malviya, in 1916 with cooperation of great personalities like Dr Annie Besant, who viewed it as the University of India. It has produced many great freedom fighters and builders of modern India and has immensely contributed to the progress of the nation through a large number of renowned scholars, artists, scientists and technologists who have graced its portals. BHU hosts Schools, spanning a vast range of subjects pertaining to all branches of humanities, social science, technology, medicine, science, fine arts and performing arts. It has 6 centers of Advanced Studies, 10 Departments under Special Assistance Programme and a large number of specialized Research Centers. Four Degree Colleges of the city are affiliated to the University. Bharat Kala Bhavan, the reputed museum of the university, is a treasure trove of rare collections. The 927 bed hospital of the University is equipped with all the modern

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amenities. The university provides a wide range of facilities for sport and hobbies, has large playgrounds, a big auditorium, a flying club and many auxiliary services and units like Printing Press, Publication Cell, Fruit Preservation Center, Subsidized Canteens, Employment and Information Bureau, Security etc. The university has taken a leadership role in promoting new ideas, the spirit of integration of the world, and cultivation of intellect and culture. It is established under the provisions of BHU Act No.XVI, 1915 of the Government of India.

About Kerala Ayurveda Limited

Kerala Ayurveda was founded in Aluva, Kerala in 1945 by Late Vaidiyan 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 Limited has over 100 Ayurvedic doctors, graduates and post-graduate medical staff, with several years of experience under its network. Kerala Ayurveda Limited operates a chain of 30 treatment centers and clinics and 3 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 5 locations and offers a range of ayurvedic courses, treatments and healthcare services.

KAL has embarked on an exciting journey over the last few 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.

Kerala Ayurveda's subsidiary, AyurvedaGram Heritage Wellness Centre received 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

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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