

Kairali Ayurvedic Group

Corporate profile - Brief

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A. Introduction



Kairali Ayurvedic Group has been helping amalgamate Ancient Ayurveda with contemporary wellness needs and healing mankind worldwide through **Kairali – The Ayurvedic Healing Village** (formerly known as *Kairali Ayurvedic Health Resort*), at Palakkad - Kerala and Kairali Ayurvedic Centers (Worldwide). Kairali extended its reach to people across the globe through **Om Beach Ayurvedic Resort** (formerly *Om Beach Resort*), Gokarna and **Estuary View Resort**, Karwar located in Karnataka. Now with over 700 employees and presence in 9 Countries, we truly have become one of the largest Global Operators in the field of Ayurveda.

B. Wings of Kairali:



1. Kairali: Hospitality Division



a. The Ayurvedic Healing Village, Palakkad (Kerala, India)

Kairali – The Ayurvedic Healing Village is situated at **Palakkad (Kerala, INDIA)**, a land of palm trees and paddy fields. It's known to be rich in flora and fauna. With its thirty exclusive villas conforming to the principles laid down of **“VAASTU SHASTRA”** it provides pollution-free environment where *vegetarian food and abstinence from alcohol & smoking is propagated*. It offers Ayurvedic Health & Fitness programmes for weight loss, Arthritis & Spondylitis, Sinusitis & Migraine, Post Pregnancy health, rejuvenation therapy to restore vigor & vitality, remove stress & strain, beauty care & eye care etc.



Om Beach Ayurvedic Resort

b. Om Beach Ayurvedic Resort, Gokarna (Karnataka, India)

The ancient town **Gokarna** is famous for its temples and beaches. Om Beach is one of the five famed beaches of Gokarna, a typical Indian Temple Town.

Om Beach Ayurvedic Resort has 12 Villas overlooking golden stretch of Beach and verdant green hills in Gokarna on the way to the famous OM Beach, one of the Gokarna's five acclaimed beaches. The main attraction of Om Beach Ayurvedic Resort is an Ayurvedic Centre. Different Ayurvedic Packages for Rejuvenation & Detoxification, Stress & Strain, Beauty Care & Eye Care, Panchakarma, Weight Loss etc. are available at the Resort. Packages for various other ailments like Arthritis, Spondylitis, Skin Diseases, Sinusitis, Migraine etc. are also available.



**c. Estuary View Resort, Karwar
(Karnataka, India)**

The 12 plush rooms of the Estuary View Resort are truly in a heritage spot. Each room has a balcony that overlooks the gorgeous mating of **Kali River** with the **Arabian Sea**.

d. Kairali: Upcoming Ventures

With Kairali's success with its current resorts, Kairali is spearheading into planning development of three other resorts which it wants to add to its kitty within the next three years. Currently Kairali's hospitality division is also looking into acquiring resorts to manage and market.

2. Kairali: Ayurvedic Treatment Centre Division



The 1st centre was set up in Delhi in the year 1989 and proved an instant success. Unparalleled hospitality and selfless service has seen to it that every client and guest returns satisfied and rejuvenated. Ayurvedic treatments are the perfect remedy for modern day maladies, which are mostly stress related. Ayurvedic treatments have great relevance today as the change in eating habits and modern life styles have made even the very young prone to ailments like Obesity, Spondylitis, Diabetes, Arthritis, and Premature Aging etc.

Kairali's Ayurvedic Treatments

The treatments at 'Kairali' are designed to uplift your spirit by strengthening your body and mind. They are based on 5000-year-old Ayurvedic health principles of India to help you realize the best balance of physical, emotional and spiritual energies.

We incorporate a holistic ancient approach, therapeutic methodology that encompasses non-invasive herbal infusion and therapies. A variety of therapy techniques are employed following the

consultation with our Ayurvedic doctors or Technicians. Certain body treatments when taken in combination can provide greater results. We have specially designed these packages for optimum ayurvedic experience results and a fantastic experience.



a. Kairali: Franchise Division

Having pioneered in setting up Resorts, Ayurvedic Centers in India and abroad, Kairali further ventured in franchising the brand. We provide all kinds of technical assistance and support to our franchisees to achieve their financial goals and make their presence felt.

Our Treatment Centres & Franchises

| | | | | |
|--------------|---------------------|----------------------|---------------------|-------------------------|
| India | New Delhi | Mumbai | Trivandrum, Kerala | Palakkad, Kerala |
| | Gokarna, Karnataka | Karwar, Karnataka(2) | Rajkot, Gujarat | Chail, Himachal Pradesh |
| | Ooty, Tamil Nadu | Gwalior, M.P. | Gulbarga, Karnataka | Dibrugarh, Assam |
| | Ahmadabad, Gujarat | Hyderabad (3) | Kovalam, Kerala | Goa |
| | Ludhiana, Punjab(2) | Bhopal | Kolkata | |

| | | | | |
|----------------------|--------------|----------------|-----------------|--------------|
| International | Dubai | Abu Dhabi | Yokohama, Japan | Chiba, Japan |
| | Tokyo, Japan | Jiyeh, Lebanon | Byblos, Lebanon | Mauritius |
| | Poland | New Zealand | Malaysia | |

3. Kairali Ayurvedic Products Pvt. Ltd.



KAIRALI AYURVEDIC PRODUCTS PVT. LTD.

Kairali: Pharmaceuticals Division

The pharmaceutical division of Kairali Group has been strengthening the ancient tradition of Ayurveda through continuous Research and Development (R&D) to suit modern life style. First started in 1948 by late K.S. Vasudevan, it has been carried forward by the next generation with continuous improvements within its manufacturing structure and quality.

Today, Kairali has diversified into three separate units which currently manufacture an array of products for that particular range:



b. Spalabs – Peenya, Bangalore

In the late 60's Mr. K.S. Vasudevan (father of K.V. Ramesh) researched and developed various drugs which are still marketed ethically by Kairali within India. They have been ethically distributed successfully within various states in India and are being planned to be exported to various countries globally. Currently Kairali provides all its franchise centre's rights of distribution for these drugs.



KAIRALI PHARMACEUTICALS

c. Kairali Pharmaceuticals – Palakkad Kerala

This division of Kairali mainly manufactures Ayurvedic oils either patented to Kairali or written classical in the scriptures. These products play a major role in massage treatments as they are formulated as per the body constitution, age, nature, symptoms of ailments and prevalent climate condition. Oils prepared are 100% natural and made from herbs, flowers, fruits, barks of trees, animal products like milk and minerals. It does not contain any chemicals or toxic materials hence there are absolutely no side effects.

Besides oils this division also prepares all herbal internal medicines like Arishtas, Asvas, Lehyas, Choornams, Pills (Gulikas), Bhasmas, Gritham. These products are over 200 in numbers and are available at all Kairali franchise locations.



d. Kairali Herbal – Palakkad, Kerala

With the trend of Herbal cosmetic picking up globally, Kairali added this division to its Pharmaceutical line in the early 90's. Since then Kairali has been promoting various Herbal cosmetics such as Shampoo's, Moisturizes, Body Gels, Hair Conditioners and many more under its kitty throughout its various centers globally. Kairali is expanding its product line into a full range of Herbal Toiletries to be provided to various other organizations falling under hospitality industry and for its in-house use as well.

e. Pharmaceuticals: Upcoming Venture

Due to the ever increasing demand of products across Kairali's various centers, the group decided to install a forth unit which will manufacture all three range of products from single outlet itself. This venture is expected to come in operation by January 2011 and should be fully functional by June 2011. This 20,000 sq feet unit will be of GMP standards and will cater to the ever increasing demand of Ayurvedic products from various countries around the world.

f. Our Other Brands



4. Kairali: Institute for Training & Workshop



In the year 2009 Kairali embarked on a new venture - providing quality training to Pachakarma Therapists. Since then, Kairali has trained scores of individuals, from different parts of the world, like Germany, Japan, Spain, France and Australia at The Ayurvedic Healing Village, Palakkad Kerala and at their Ayurveda Centre, in Delhi.

The enormous success of this venture has played a very important role in providing highly trained individuals to meet the ever increasing demand for quality therapists.. not only worldwide but within the organisation too! With Kairali's decision to take things to the next level, by having their very own training Academy, they have ensured the 'global' requirement for trained individuals is successfully met and, further assured the consumer by providing each therapist with a Diploma.

Previously, Kairali only provided a brief introduction on training programme that catered to the individual interested in learning the very basics about Ayurveda.

These courses are still available at **"The Ayurvedic Healing Village"**.

5. Accreditations & Certifications:

- We are happy & proud to mention that **Kairali Ayurvedic Health Resort, Palakkad, Kerala (India)** has been selected as one of the best **Wellness Mecca's in the World among the top 10 in Asia and top 50 in the world** by **National Geographic Traveler**.
- We are pleased and proud to inform you that we have been nominated under **“India's Leading Resort”** category in **World Travel Awards in 2009 as well as in 2010**, being one of the most prestigious, comprehensive and sought after awards programme in our travel & tourism industry.
- We are pleased to inform you that our Managing Director Mrs. Gita Ramesh has been awarded **“Safari India National Tourism Award”** for **“Best Woman Entrepreneur for Promoting Wellness”**.
- We are proud to mention that our **KAIRALI – The Ayurvedic Healing Village** has been awarded as **“Best Ayurvedic Health Resort”** by India Travel Awards on August 26, 2010.
- We are proud to inform you that we have been awarded the prestigious **Patwa Award (Pacific Area Travel Writers Association Award)** for pioneering & promoting Ayurveda at the ITB, 2007 in Berlin, Germany.
- We have also been awarded **Spa Asia Crystal Award for Best Ayurvedic Center**.
- Government of Kerala, India has awarded us with **Green Leaf Certification** (The Highest Level of Classification for Ayurveda Centers). The Government of Kerala also considers our resort as the model for an Ayurvedic Health Resort.
- **KAIRALI – The Ayurvedic Healing Village** is also the only property to have a hospital license to provide Ayurvedic Treatments. Hence the name change, we are no longer just a Resort but a true healing & wellness Center, a Mecca for Ayurveda.