

Kairali Ayurvedic Group

Corporate Profile

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KAIRALI AYURVEDIC GROUP

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One of the Top 50 Wellness Destinations of the World



Introduction

As the name itself implies the word "Kairali" is derived from the Malayalam word for Kerala and its choice gave its creators a great sense of pride and belonging, one that truly reflected their roots and homeland.

Founded in the year 1989, Kairali, using the ancient form of Ayurveda as its only means, established itself as the pioneer in promoting Ayurvedic Treatment Centers, Hospitals and Resorts, both in India and overseas.

Armed with an innate vision, knowledge and the expertise of their forefathers, whose work had started over eight decades earlier, those committed to this noble endeavor ensured the spread and popularization of the Ayurvedic way of life and well-being, casting its magic throughout the world.

What is Ayurveda?

Ancient History

Ayurveda: "The science of Life" (**Ayur** means "life" and **Veda** means "science").

Over five thousand years ago, the sacred Vedas emerged, one branch of which was *Ayurveda* – literally translated as "*the science of life*" – 'Ayur' = Life and 'Veda' = Science.

Whilst the original findings included in these ancient texts were never altered, they were, over centuries, studied and further expanded and developed by other great sages and their disciples. Transcribed into the popular vernacular, Sanskrit, copies were placed in various temples and libraries throughout India.

The Vedic sages took excerpts from the Vedic scriptures and compiled manuscripts dealing only with Ayurveda. One of these books, Charaka Samhita, is the oldest medical book in the world!

Understanding Ayurveda

The basic principles of Ayurveda deal with the natural way of living a healthy life. Every human being is a unique combination of the five elements - earth, water, fire, air and space and there are three vital forces of life - they are "Vata" meaning ether and air, "Pita" meaning fire and "Kapha" meaning water & earth.

Preventive & Curative Aspect of Ayurveda

Ayurveda propagates a two way healing process i.e. preventive and curative.

In the first instance, the preventative component of Ayurveda keeps ailment away and the rejuvenation programmes fall into this category. These help in the general well-being and strengthening of the immune system. It fine-tunes the body & its organs, the mind & its thoughts, the breathing & nervous systems and purifies the blood. In addition, it also deals with 'sweda karma' which comprises of multiple massages with herbal oils, herbal powders and culminates in a medicated steam experience.

The curative aspect of Ayurveda works towards the total eradication of any ailment. Within this vertical '**Panchkarma**' is the therapy for overall fitness. This ultimately results in the human body being free from all possible ailments. Almost all known diseases are successfully treated especially paralysis, spondylitis, arthritis, rheumatism, bone and joint disorders, slipped discs, nervous disorders and their related problems, diabetes, hypertension and cardiac related disorders, sinusitis, migraine and many more.

Kairali - Our Narrative:

The Kairali Group is headed by Mrs. Gita Ramesh - Joint Managing Director and Mr. K. V. Ramesh- Managing Director, both of whom hail from a family of traditional Ayurveda Physicians.

Blessed with the legacy of knowledge and expertise of such great Ayurvedic Physicians as the Late Dr. Sankunny Vaidiar (*grandfather of Mr. K. V. Ramesh*) and the Late Dr. K. S. Vasudevan (*father of Mr. K. V. Ramesh*), who had, over the previous eight decades, devoted themselves entirely to the research and development of an abundance of Ayurvedic marvels including Lipidex for Obesity, Durance for Sexual Disorders, Duravin Forte for Aphrodisiac properties and Spaliv for Liver Disorders, Kairali flourished. Since its inception Kairali followed the practice and developed the infrastructure to manufacture and make available a diverse range of Ayurvedic medicines. Today Kairali products are in great demand globally.

Over the years Kairali has conducted a number of workshops on Panchakarma and other Ayurvedic treatments. These workshops attracted the participation of doctors, dieticians and beauticians from all over the world. Inspired by the interest and enthusiasm shown by the delegates, the Ramesh family decided to expand their operations and develop Ayurvedic resorts. Thus was born The Kairali Ayurvedic Health Resort in Palakkad, Kerala, known today as Kairali – The Ayurvedic Healing Village.

The Kairali Group continues to expand in all dimensions by establishing outlets at various locations, both in India and overseas.

Renowned for quality and results, we perpetuate our knowledge and expertise through our own trained and qualified staff and GMP certified production centers. These centers are famous for their hygiene and high level of customer satisfaction, based on the results of treatments and services provided.

The Government of Kerala has awarded us with the Green Leaf Certification, the epitome of classification available for Ayurveda Centres. Our Treatment Centers, Training Centers, Factories and Resorts have gained not only national but, international recognition. Our Village at Palakkad has been identified as the model for Ayurveda Health Resorts, by the Government.

For Kairali the journey towards greater excellence in the service of health and humanity has just begun. Our continued endeavor to spread the great and immortal science of Ayurveda will persist.



**Mrs. Gita Ramesh (Joint MD) &
Mr. K. V. Ramesh (Managing Director)**



Division Started 1948



Division Started 1989



Division Started 1999



Division Started 2010



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. Still based on traditional methods as mentioned in our ancient manuscripts, only minute changes were made in production procedure to add values and meet present and future demands. Standardized ingredients are used in adequate quantity and even minutest of details are taken into consideration while manufacturing each product.

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



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. These drugs mainly are Spaliv, Spazyme, Lipidex, Durance and Duravin Forte. They have been ethically distributed successfully within various states in India and are exported to various countries globally.



Kairali Pharmaceuticals – Palakkad Kerala

This division of Kairali mainly manufactures Ayurvedic oils either patented to Kairali or classical in the scriptures. These products play a major role in treatments as they are formulated as per the body constitution, age, nature, symptoms of ailments and prevalent climatic 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 elements hence there are absolutely safe.



Besides oils this division also prepares herbal internal medicines like Arishtas, Asvas, Lehyas, Choornams, Pills (Gulikas), Bhasmas, Gritham. With a range of over 200 in numbers and are distributed at all Kairali locations.



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 has been 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 own in-house use as well.



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 & international standards and will cater to the ever increasing demand of Ayurvedic products from various countries around the world.



Kairali: Hospitality Division



The Ayurvedic Healing Village - Palakkad, Kerala

An Overview

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. Etymologically Palakkad is derived from the words Pala and Kadu. Pala (*Alstonia Scholaris*), a tree with sweet scented flowers and Kadu meaning forest. Palakkad has probably the biggest mountain pass in the world (30-40 kms) separating the two folds of the Western Ghats on the border of Kerala with Tamil Nadu. It is the chief granary of Kerala, often called the Gateway of Kerala. Palakkad lies at the foot of the gigantic Western Ghats, on the border of Kerala. Palakkad is known for its historical background. This district with its mountains, forests and fertile valleys, rivers and mountain streams is rich in natural vegetation.

Why Kairali – The Ayurvedic Healing Village:

With its thirty exclusive villas conforming to the principles laid down of "**VAASTU SHASTRA**", *Kairali's Ayurvedic Healing Village* has a distinctive design that beautifully merges unobtrusively with its surrounding flowers and trees, that charges the atmosphere with an immense curative and restorative power.

From the moment you arrive, this unique paradise will have you yearning to visit year after year. Designed to be first of its kind in the world, this resort combines a healthy orientation of healing Ayurvedic & Fitness programmes that help you rejuvenate and restore vigor & vitality to your life.

The spacious tranquil villas surrounded by lush foliage are allocated to you on the basis of your birth sign, thus we offer you the opportunity to peek into your future with our resident Astrologer and Palmist!

Moreover, our Resort offers an invigorating, pollution-free environment where *vegetarian food and abstinence from alcohol and smoking is propagated*.

The Resort facilities also offer many modern day necessities such as a library, cyber centre for e-mail, internet, recreation facilities for children – games including chess, monopoly, caroms, a swimming pool, badminton & tennis courts, an amphitheatre for cultural programmes, conference hall and exclusive travel desk to specially arrange cultural & sight-seeing tours on request.

The Resort also offers complimentary Workshops on Panchakarma, Yoga & Meditation and local cuisine cooking classes to prolong your life with a healthy body, mind & soul.

Kairali: Ayurvedic Treatment Centre Division

The 1st centre was set up in Delhi in the year 1989 and proved an instant success. A loyal and ever growing clientele stands testimony to the high quality of treatment. 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 believes that the Indian Ayurvedic practices in wellness is the purest form and the concept of the Ayurvedic Treatment centers can provide all treatments that are necessary bringing anti stress, preventive and curative treatments.



Kairali Treatment Centers offer a gamut of authentic and traditional wellness treatments and experiences in most traditional yet modern way. It is like entering a sanctuary of peace and offers guests an unparalleled experience, in an environment of luxury and pampering. At the Kairali, guests can look forward to discovering natural therapy through the combination of traditional Ayurveda and innovations. Sessions at our Ayurvedic Treatment Centers offer relaxation and rejuvenation to create a balance between body, mind and soul.



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.



Kairali: Franchise Division

Having pioneered in setting up Ayurvedic Centers, Resort in India and abroad, Kairali further ventured in franchising the brand. We are providing all kinds of technical assistance and support including designing of SPA's equipments, oils, medicines and professionally trained therapists and Ayurvedic Doctor to our franchisees. Apart from this, we are imparting training to the franchisees to run the centre successfully and provide marketing support through our wider network. It is a matter of great feeling to be proud of Kairali that whosoever has been using our huge brand name, greatly popular domestically & internationally, has been able to achieve financial goals and strong reputation.

Our Treatment Centres & Franchises

	New Delhi	Mumbai	Trivandrum, Kerala	Palakkad, Kerala
India	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	



Kairali: Institute For Training & Workshop

In the year 2010 Kairali is embarked on a new venture of giving quality training to Pachakarma Therapist. Kairali has already trained individuals from different parts of world like Germany, Japan, Spain, France, and Australia at The Healing Village, Palakkad Kerala. Due to the ever increasing demand good quality therapist Kairali decided to take it to the next step and have their very own Training Academy which will provide six month Diploma courses which will train individuals to perform quality Pachakarma Therapies at their various centre's across the globe.

Previously Kairali only provided brief introduction training programs, catering to individuals interested in learning the basics about Ayurveda. These course will still be available at "The Healing Village".

This venture was the brainchild of the groups mentor and was a necessary step for the growth of the organization as they are always in search for quality Therapist/Masseurs.

After successful completion of training Kairali felicitates all the students and provides certificate for their future growth. Kairali plans to always keep in touch with their students and provides them with continuous guidance whenever required.



Awards & Achievements:

In the last eight decades Kairali has been awarded numerous accolades. A few are listed below that are dear and hold high value:

- 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.



MISSION

To treasure the spirit of Ayurveda and propagate the Science throughout the world.

VISION

To be known as a synonym of True Ayurveda across the globe.