

**CORPORATE PROFILE**

**OF**

**KAIRALI AYURVEDIC GROUP**

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**One of the Top 50 Wellness Destinations of the World**

by **NATIONAL GEOGRAPHIC TRAVELER**

## **INTRODUCTION**

**Kairali** the pioneers in promoting Ayurvedic Spa, Centre's & Resorts and Pharmaceuticals in India & abroad was founded in the year 1989. But the effort behind started long back. People behind Kairali inherited Ayurveda from their fore fathers & have been propagating it throughout the world. The true Ayurveda percolated through generations and never lost its originality from one generation to the other. Kairali gave a mortal shape of their experience in the form of their first Ayurvedic center setup at New Delhi and ever since have gone miles with a noble cause to enrich body, mind & soul of people throughout the world with a holistic touch of Ayurveda.

We at Kairali group with over 8 decades of experience have earned the trust and confidence of a large number of customers all over India and Abroad.

## **The Treatments and Medicines**

### **What is Ayurveda?**

Ayurveda literally means the science of life. Ayur means "**life**" & Veda means "**science**". It uses all the powers of nature helps one heal and live a healthy life style. Today Ayurveda competes with the most advance Medical sciences and has effective remedies for various ailments and also offers solutions to stress & strain, which is accumulated in our day to day living.

### **Preventive & Curative Aspect of Ayurveda**

Ayurveda has two way healing aspects i.e. preventing and curative.

Ayurveda firstly prevents ailment. The rejuvenation programs fall into this category. They help in the general wellbeing and strengthen the immune system. Under this vertical Panchkarma is the therapy for overall fitness. It tunes the body, organs, mind, breath, nerves and purifies blood. Besides it also deals with **sweda karma** which comprises of massages with herbal oil, herbal powders and medicated steam. Finally Ayurvedic herbal suppliments are provided for individual to take to maintain their overall health, vigor and vitality.

The curative aspect of it works towards total eradication of ailment. This ultimately makes human body free from all possible ailments. Almost all known diseases can be treated specially Paralysis, Spondylitis, Arthritis, Rheumatism, other Bone & Joint disorder, Slip-Disk, Nervous Disorder and their related problems, Diabetes, Hypertension & Cardiac related disorders, Sinusitis, Migraine and many more. In most of these cases we have seen an improvement of almost 80% after Ayurvedic treatment is administered. If treated in the initial stage in nearly all cases 100% cure is possible. It is also very effective for diet free and exercise free weight reduction programs.

## **History of Kairali Group**

Kairali group is headed by Mrs. Gita Ramesh & Mr. K. V. Ramesh who hails from family of traditional ayurveda physicians. Their forefathers were Ayurvedic Physicians Late. Dr. Sankunny Vaidiar (Grandfather of Mr. K. V. Ramesh) and Late Dr. K. S. Vasudevan (father of Mr. K. V. Ramesh). Now with the next generation mainly Mr. K. R. Abhilash and Mr. K. R. Abishek the family comprise of the four generations which has devoted themselves to the research and development of Ayurvedic Medicines, Ayurvedic service and now Education in Ayurveda.

Kairali has a tradition and the infrastructure in manufacturing a range of Ayurvedic medicines since **1948**, during which they researched and developed various drugs such as like “Lipidex” for Obesity, “Durance” for Sexual Disorders, “Duravin Forte” for Aphrodisiac properties and “Spaliv” for Liver Disorders. Only in the year 1989 did they decide to venture into the service aspect of Ayurveda and later on to the Hospitality Aspect of Ayurveda as well. Today with over 25 centre’s globally and 3 Ayurvedic Resorts, Kairali is staying true to its mission and vision.



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

## **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.



Malabar Chemicals & Pharmaceuticals

*Division Started 1948*



*Division Started 1978*



*Division Started 1989*



*Division Started in 1990*



*Division Started 1999*



*Division Started 2010*



*A 2011 Venture*

# 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 xxxxxxxxxxxx. They have been ethically distributed successfully within various states in India and are being planned to be exported to various countries globally. Currently internationally Kairali is providing all its Franchise centre's rights of distribution for these drugs.



## 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 require like Arishtas, Asvas, Lehyas, Choomams, Pills (Gulikas), Bhasmas, Gritham. These products are over 200 in numbers and are available at all Kairali franchise 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 centres' globally. Kairali is now looking into venturing with this line into a full range of Herbal Toiletries to be provided to various other hospitality industries other than its own.



### **Pharmaceuticals: Upcoming Venture**

Due to the ever increasing demand of products from Kairali's various centers, the group decided to build a forth unit which will manufacture all the three ranges of products from one outlet. This venture should take shape by November 2010 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.

# **Kairali: Hospitality Division**

## **THE AYURVEDIC HEALING VILLAGE - PALAKKAD, KERALA**

Kairali – The Ayurvedic Healing Village (previously known as Kairali Ayurvedic Health Resort) is situated in the scenic town of Palakkad (The Gateway of Kerala), the famed southern state of India. It is the perfect retreat for the discerning travelers. “The Healing Village” has been recently included by the prestigious National Geographic Travelers for World’s Top 50 Wellness Destination in Asia. This list was featured in National Geographic Traveler’s March 2008 issue.

Surrounded by the famed Palakkad countryside the resort is an island of peace and tranquility. Spread over an area of 50 acres, the resort is a veritable paradise. Ayurveda is practiced here in its true traditional form. The promoters have a wealth of experience in the field of Ayurvedic and it is only fitting that they bring their expertise to the capital of Ayurveda, Palakkad.

Visitors can experience the famed Kerala hospitality in this temple of health and hospitality. This healing village promises the visitor an out of this world experience. It has a plethora of activities that ensure that the visitor gets to experience the true essence of Kerala culture and life. Enjoy the best in hospitality and complete health care that Kairali has to offer. Commitment to quality and adherence to time tested traditional methods of treatment have helped Kairali create a niche for itself in the minds and hearts of its clientele.



Our health village provides a true ambience of holistic Ayurveda. Each of the 30 Villas confront to Vaastu-Shastra and a distinctive design blending with its surrounding containing herbs and trees provide immense curative & restorative power to every individual.

Our holistic specialty of the village is that we have placed a “Valambiri Conch” in each villa, which gives positive vibrations to the body.

Various other highlights of the resort are, all the villas are luxuriously furnished with most modern amenities and each of them is distinct and different from each other depicting various cultures of India. Amenities such as a swimming pool, tennis and badminton courts, travel desk to handle tour operations and sight seeing programmes, yoga & meditation centre, resident astrologer & palmist and many more are also provided. All these make our resort a perfect destination for a holiday with a healthy difference.

The Healing Village is not only a destination to treat one's ailments but also a program which enriches one's lifestyle via the various programs that are run over here. This institution almost accomplishes to act as a self-sustaining unit by having its own organic vegetable garden to produce meals required by the guests. It also practices vermiculture to produce manure to cultivate this landscaped paradise.



This healing village practices a program where each individual can donate a sapling or tree which is maintained by the property. Regular updates of the sapling are provided to any individual who enrolls in this program which helps them gain confidence within the program.

These are but a few eco-friendly and self-sustaining agenda that this institution practices as part of its Corporate and Social Responsibility program. In the near future Kairali is even looking into efficient ways to harness renewable energy to make this institution completely self-sustained.

# KAIRALI: AYURVEDIC 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 and Spa's can provide all treatments that are necessary bringing anti stress, preventive and curative treatments.



Kairali Spas 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 Spas, guests can look forward to discovering natural therapy through the combination of traditional Ayurveda and innovations. Sessions at our Spas 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 spa experiences results and a fantastic experience.

# KAIRALI: FRANCHISE DIVISION

Having pioneered in setting up Ayurvedic Centers, Resort, Spas 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 spa 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

<b>India:</b>	<b>International:</b>
<ul style="list-style-type: none"><li>• New Delhi</li></ul>	<ul style="list-style-type: none"><li>• Yokohama, Chiba, Tokyo - Japan</li></ul>
<ul style="list-style-type: none"><li>• Mumbai</li></ul>	<ul style="list-style-type: none"><li>• Byblos - Lebanon</li></ul>
<ul style="list-style-type: none"><li>• Trivandrum</li></ul>	<ul style="list-style-type: none"><li>• Czorsztyń, Poland</li></ul>
<ul style="list-style-type: none"><li>• Hyderabad</li></ul>	<ul style="list-style-type: none"><li>• Florence, Mauritius</li></ul>
<ul style="list-style-type: none"><li>• Dibrugarh</li></ul>	<ul style="list-style-type: none"><li>• Dubai , Abu Dhabi - UAE</li></ul>
<ul style="list-style-type: none"><li>• Rishikesh</li></ul>	<ul style="list-style-type: none"><li>• Auckland, New Zealand</li></ul>
<ul style="list-style-type: none"><li>• Gurgaon</li></ul>	<ul style="list-style-type: none"><li>• Selangor, Malaysia</li></ul>

# **KAIRALI: INSTITUTE FOR TRAINING & WORKSHOP**

In the year 2010 Kairali is embarking 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 was only providing brief introduction training programs, catering to the individuals interested to learn the basics about Ayurveda. These courses 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 provide them certificate for their future growth. Kairali plans to always keep in touch with their students and provide them continuous guidance whenever required, to shaping each students career.

Kairali is envisioning having their first batch enrolled by December 2010.



## 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:



**KAIRALI** has added one more feather in its cap by receiving **WORLD LUXURY SPA AWARD 2012** for Kairali – The Ayurvedic Healing Village under “Best Luxury Destination Spa” Category.



**Kairali - The Ayurvedic Healing Village** received the FIT Premium Quality Certificate in Germany (Berlin) for keeping highest quality.



**KAIRALI – The Ayurvedic Healing Village** (Formerly Known as Kairali Ayurvedic Health Resort) has been awarded ITM 2010 Award for “**Best Ayurvedic Health Resort**”.



### TRAVELER

We are proud to inform you that **Kairali Ayurvedic Health Resort, Palakkad, Kerala (India)** has been selected **Best Wellness Mecca** one among **top 10 in Asia** & one among **top 50 in the World** by **National Geographic Traveler** after investigating hundreds of places worldwide to create their list of the best Wellness Mecca's.



We are proud to inform you that Kairali have been honored with the **2005 SPA ASIA CRYSTAL AWARD** for the best Ayurvedic Centre at Kairali Ayurvedic Health Resort, Palakkad, Kerala.



**GREEN LEAF** Government of Kerala, India has awarded Kairali with Green Leaf Certification (The Highest Level of Classification for Ayurveda Centres). The Government of Kerala also considers our healing village as the base model for Ayurvedic Health Resort.



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.