

Press release for immediate publication:

AyurVAID Hospitals opens 30-bed unit with in-patient facility in Bangalore

Focus on chronic, lifestyle & respiratory illnesses besides integrated neurology

Bangalore, September 22, 2008: AyurVAID Hospitals, a new generation hospital chain pioneering rigorous, process and documentation driven, classical Kerala Ayurveda medical services, today announced the formal opening of its hospital in Bangalore with in-patient facilities. It is Bangalore's first facility of this scale, format and size. Bangalore's first ever Ayurvedic medicare facility of it's kind, the hospital with 30 beds, and all modern amenities, offers the full range of Ayurveda out-patient and in-patient medical services for treatment of serious medical conditions. The hospital is located off the Koramangala Intermediate Ring Road towards intersection with Old Airport road, proximate to Dell.

Announcing the foray into Bangalore, Rajiv Vasudevan, CEO, AyurVAID Hospitals said, "There are many reasons why the entry of AyurVAID into the Bangalore market is a notable event. It is for the first time that a full fledged Ayurveda hospital in this scale and format has been set up outside of Kerala. With an outstanding team of physicians, including two M.Ds in Panchakarma, complemented by a well trained nursing team, the AyurVAID Hospital in Bangalore shall offer gentle yet effective solutions for chronic illnesses and lifestyle disorders commonly found in Bangalore today. AyurVAID Hospital shall serve a growing section of society who wish to go beyond symptomatic relief and for a gentle medical solution that addresses the root cause of the illness for a long lasting solution. AyurVAID will serve to fill a significant gap in the medical services available to the people of this dynamic and vibrant city of Bangalore".

Ganesh Subramaniam, CFO, AyurVAID Hospitals added "With several leading medical insurance third party administrators (TPAs) having accredited AyurVAID Hospital, Bangalore, as a network hospital, medical insurance policy holders can avail of cashless facility for inpatient Ayurveda medical care, subject to the underlying terms of their insurance policy."

AyurVAID has many firsts that distinguish it - It adopts a rigorous, standardized and documentation-driven approach; it has a unique medical services model that appropriately integrates classical Kerala Ayurveda medical practice with contemporary medical science, and it is the first Ayurvedic hospital to be empanelled by leading TPAs as a network hospital thus making cashless hospitalization possible. Besides the rigorous 5-year education programs that include detailed study of the classical Ayurveda medical science, as well as essentials of modern medicine, surgery and pharmacology that Ayurvedic physicians undergo, AyurVAID further trains its' professionals in its unique approach and business model.



About AyurVAID Hospital:

AyurVAID Hospitals is a new generation hospital chain pioneering rigorous, process and documentation driven, classical Kerala Ayurveda medical services that is appropriately & effectively integrated with modern medicine. It seeks to make accessible nationwide quality Kerala-Ayurveda medical care, particularly for chronic illnesses. AyurVAID administers medicines which are customized and are well under permissible limits. AyurVAID Hospitals' is empanelled as a Network Hospital by 12 leading medical insurers and leading Third Party Administrators (TPAs) facilitating cashless medical management for policy holders, a landmark achievement in the Ayurveda industry, representative of the breakthroughs AyurVAID seeks to make. AyurVAID currently has two hospitals in Aluva and Cochin in addition to the just opened unit in Bangalore, which are functional. AyurVAID recently received funding from Acumen Fund, a non-profit global venture fund that uses entrepreneurial approaches to solve the problems of global poverty, which will be deployed to open a minimum of 40 hospitals with in-patient facilities. These will be supplemented by outpatient treatment/consultation points in a hub & spoke model to enable country-wide affordable and sustainable access to quality medical care. For more information, visit www.ayurved.com.

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