



BUSINESS PROPOSAL

ASHTANG AROGYASHALA

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Ayurveda

Ayurveda means the "science of life". It originated in India more than 5,000 years ago and is believed to be the oldest healing science in existence, from which all other systems emerged. Ayurveda simply explains the laws of nature that cause health or disease defined as **TRI DOSH**.

The first cause of illness is said to be the loss of faith in the Divine or experiencing a spiritual lacking. From here illness develops due to internal conditions (e.g., foods and liquids) or external conditions (e.g., seasons, lifestyle). The main factors that cause poor health (also described as imbalance) are 1) poor digestion and 2) Weak immune systems. When food is not properly digested it sits in the body. Nutrients are not absorbed and the food decays and forms toxins. These toxins cause most diseases in the body. Therefore, it is important to have good digestion.

The immune system can become depleted by poor nutrition, overwork, drugs and other excesses. The finest essence of nutrition develops a life sap that protects fatigue, stress, the immune system, much like the sap of a tree heals the bruises in its bark. With all the immune disorders that are prevalent these days, it is even more important that persons develop their immune sap

What Makes Ayurveda So Unique ?

It looks at people as individuals, not as a generic group. It heals from the root-cause of an illness, not merely treating the symptoms. A holistic approach in treatments is undertaken e.g. for treating diabetes, the person's digestion also taken care of. Only natural therapies are offered. No side effects develop from the therapies. Therapies are inexpensive and effective.

How Does Ayurveda Work?

The basic view of Ayurveda is that all of life (people, food, animals, nature, the universe, and diseases) are combinations of three energy-elements: air (called Vayu or Vata), fire (called Pitta), and water (called Kapha). When these elements are balanced, one is healthy. Illness is defined as an imbalance of these elements; all disorders are due to excesses of one or more element. Ayurveda balances the disorders to provide complete health care.

What Therapies Does Ayurveda Offer?

Using a holistic approach, Ayurveda offers therapies for each of the five senses because different people learn better through different senses. Therapies include;

Taste : Herbs and nutrition.

Touch : Massage (abhyanga), yoga, exercise.

Smell : Aromatherapy.

Sight : Color therapy.

Hearing : Music therapy, mantra meditation, chanting. Spiritual therapies include meditation, living ethically, and working in a career that one loves or is purposeful.

Environmental factors are also considered from this holistic outlook.

THE LEGACY

Shri Hakim Rai Goomar, a doctor who never asked his patients what ailment were they suffering from, but he could most accurately tell them their own state of health by nothing more than reading their pulse. A specialist in reading the pulse, Hakim Rai was a rare talent for India to have. No disease of his patients could ever escape his observations undetected. And for them he surely had the best cures of all. Hakim Rai's methods were based upon the age-old science of Ayurveda. He acquired knowledge of Ayurveda from his father Hakim Shri Nand Singh who had come to India in 1947 leaving behind a flourishing practice in Ayurveda in Pakistan (Montgoomeri).

Hakim Rai took over the great legacy of knowledge from his father and started attending patients from all over India at a shop in Karol Bagh, New Delhi, India. Hakim Rai's clientage ranged from the Presidents of India to their wives, to business tycoon and many other eminent personalities of India to the common masses. To name some, President V.V.Giri, Dr. Rajendra Prasad, were few of the many of his patients to get benefit from his magical cures. Hakim Rai's O.P.D. was about 400-500 patients per day on an average.

All along this Hakim Rai's son Shri Gian Chand Goomar was his right hand man with hands-on-experience in handling Ayurvedic drugs he managed the manufacturing unit with great competence. Gian Chand continued to study the yellowing notes of his father and grandfather containing thousands of incredible formulas of Ayurveda. After his father's death, Gian Chand continued with the manufacturing of drugs founded by his father. Now the tradition of Hakim Rai has been taken over by Kudos Laboratories India, a unit run by Gian Chand and his son. Kudos Laboratories India is now manufacturing Ayurvedic medicines based on the formulation of Hakim Rai in service of the people all over the world.

Company Profile

Kudos Laboratories is healthcare unit with over 100 years of experience in the science of Ayurveda and herbal treatment. The medical formulas at KUDOS are an inherited legacy from the forefathers who were pioneers of ayurvedic knowledge and practices. The sanctity of the original formulas is preserved while developing them with modern techniques at KUDOS. We make products that perform preventive function along with curative effect, for we believe in cure with care.

Our relentless pursuit to excellence in research and development at Kudos Laboratories has enabled us to provide new medicines and new cures with a phenomenal success rate, particularly in diseases like: **Cardiac care, Anti-asthmatic, Anti-diabetic, Anti-rheumatic, Gynecological products, Hepatic disorders, Gastro intestinal problems, Neurological products, Personal care, Childcare, Skincare, Single herbs for specific purposes, Sexual treatment, Anti-smoking formula and many other ayurvedic solutions..** Our product portfolio consists of more than **300 exclusive Ayurvedic formulations and medicines** with remarkable remedial and preventive results.

In pursuit of our commitment -to preserve human health and ensure well being of mankind- **we are Supplying medicines to Central & State Governments as well as U.T.'s, prominent retail chains, exporting to USA, Europe, Russia, Middle East, South Africa and several other countries.**

At Kudos Laboratories India, manufacturing one of the largest range of Patent Ayurvedic Medicines, all the medicines are of HIGH QUALITY being manufactured under strict scientific validation of Ayurveda with the latest standard of formulation analysis and effective results.

GMP

Kudos Laboratories India has been awarded GMP (Good Manufacturing Practice) certification by Government licensing authority, in acknowledgement of superior quality of production of Ayurvedic products.

Our Mission

Mission of Kudos Laboratories India is to provide genuine products at genuine prices to gain Genuinely Good Health. The research for new medicine and new cures continues at our Center. Presently Kudos is working on the development of wonder drug for AIDS.

HEALTH & BEAUTY CARE RETAIL SCENARIO

- **Health & Beauty Care** market is worth Rs.186000 Crores and going to touch Rs.5 lac Crores by 2010
- Middle – Class especially in the age group 25-45 years contributing in a big way towards spending on **Health & Beauty Care**
- No international players in organized **Health & Beauty Care Retail**
- **Health & Beauty Care** is one of the fastest growing categories in Consumer spend basket

Ashtang Arogyashala (ISO 9001 :2000 Certified)

Ashtang Arogyashala is established with the mission of pioneering into high-end free-standing specialty Ayurvedic Clinic concept. The company offers a complete menu of brand management services—market research and planning, product, store and sales development, advertising and sales promotion, public relations, merchandising and logistical support.

Ashtang Arogyashala with its vision of establishing and running a countrywide chain of Clinics with its synergistic activities and by building a powerful brand will achieve its presence through physical stores and extensive Media backup.

Ashtang Arogyashala a revolutionizing concept will give a new meaning to Healthcare Industry by taking age old remedies to the masses at their doorstep. In order to expand, Ashtang Ayurveda is looking for business partners all across the country who believe in our vision and want to become "Partners in Progress".

In order to maintain this rapid pace of growth and to become powerful national chain in Ayurveda Health Clinic. Ashtang Arogyashala has decided to partner progressive and modern entrepreneurs across the country through a Collaborative program. The objective is to fuel growth by leveraging the synergies between the retail expertise of Ashtang Arogyashala and the entrepreneurial spirit and effort of the select entrepreneurs who are "Partners in Progress" with Ashtang Arogyashala.

Why Ashtang Arogyashala- Benefits

- Complete ONE STOP HEALTH SHOP
- Dedicated customers
- Clinic at ideal location
- Total Marketing and R& D Support
- No Investment
- Products against refundable Security
- High Profits, No Risk and No Gestation Period
- Corporate Image and Reputation with Backing of an established entity
- Concepts ensuring high profit Business
- Universally accepted methodology
- Doctor professionally qualified to be provided by Company on its payroll.
- Technical support know how to handle the clinic
- No drug license required

One of the finest

1. Range of high quality ayurvedic medicines available
2. Medicines for all ailment available for preventing all the diseases
3. Ayurvedic beauty care treatments FMCG products available.

The Benefits of Ashtang Arogyashala Ownership

When you start Ashtang Arogyashala Clinic

- you become a business partner of Ashtang Arogyashala Brand
- Ashtang Ayurveda is a unique concept with no direct competitors
- 100 year old well established formulations
- World class products available at affordable rates to generate unlimited revenues
- Being on the cutting edge of innovation, you have access to path breaking opportunities, services, products and technologies
- No Drug License/Pharmacist required to operate

Who Are We Looking For?

Ashtang Arogyashala Operator.

Clinic Retail Outlet offer a lifestyle career that lends itself to a flexible work schedule and an opportunity to involve family members in your business. Ashtang Arogyashala look for the operators with an retailing interest and an entrepreneurial spirit. For Running a successful Clinic we require dedication, knowledge and a commitment to your customers and associates. We provides a pleasurable, flexible lifestyle. As an owner, you will derive satisfaction and instill the qualities in your sales and support staff that will make you a success.

KEY SUCCESS FACTORS

- Customer focused marketing programs
- Target marketing
- Product availability at the right time
- Inventory management
- Right product mix

ACTION PLAN

- Site survey
- Planning/Designing the store
- Deciding the product mix
- Complete training to the franchisee and the staff
- Guidance on day to day operations and inventory control system and processes
- Free camps
- Exclusive marketing tie ups
- Cutting edge software

WHAT We require?

Space A Shop with 300 to 400 sq. ft. owned/ rented in an ideal\ Location- in major malls, power centers, downtown shopping districts and neighborhood shopping centers operating in urban, rural, and suburban markets. However Clinic can also be at non – Prime Location but should be easily accessible. The Clinic should have Doctor Room, Sitting Area with Displays & Stock Room.

Working Capital Rs. 3.00 Lac towards Medicine Stock

Committed working hand and compliance to our Agreement.

INPUT ASHTANG AROGYASHALA

- Doctors remuneration
- Publicity, Advertisements & Awareness Camps
- Our detailed IT package enables you to deal in this trade even without the basic knowledge of retailing
- Our efficient & systematic intensive training will ensure that you and your staff are fully equipped to handle all sort of customer's, guaranteeing full satisfaction

WHAT IS YOUR OPERATING COST?

- Rent/ Electricity is payable by the Partner
- Staff Salaries (Excluding Doctor's Salary)
- All other operating expenses

RETURNS TO FRANCHISEE

- 25% on direct sales

ASHTANG AROGYASHALA COMMITMENT

- Support Tools
 - Information pamphlets
- Advertisement & Awareness Camps
- Extensive Training of Manpower
- Tele Marketing support
- In future we will be giving major thrust in Television & by giving advertisement in specific magazine benefiting the whole network.

FREQUENTLY ASKED QUESTIONS

Ques 1.What does it take for me to own and operate a Ashtang Arogyashala? Apart from being financially stable, you only need to be desirous to excel with enthusiasm, hard –working and have an excellent work attitude. Strong character and high motivation are significant traits more important than previous experiences in business are essential ingredients for success. You can rest assured that together with our extensive training your performance towards success will be enhanced.

Ques 2.Do I need to be actively involved in the operation of the outlet? The initial take-off may demand long hours and complete involvement by the franchise in sales, promotion, customer relation and other management functions. This demand on you will diminish over time when you achieve motivation and retain loyalty from your staff.

3.Do I have the choice of the location of the outlet? Of course, you certainly have the choice in identifying the location with considerations on the demographics, traffic, parking and visibility parameters. We will assist and advise you in the selection process.

4.How long will it take to start business after signing the Collaboration ? After going through and understanding the content of the Collaboration agreement you should be able to start in 15 to 30 days, unless delayed by unforeseen circumstances like; location of a suitable site

5.Will I be supported with outlet design? Our designers shall be on hand to guide you through the establishment of your Clinic let layout in the image of our market identity, thus ensuring customer recognition for continuous patronage.

6. Will I be assisted in the opening of the outlet? To gain maximum exposure and presence we will provide assistance in the launching of your outlet. Our representative will also be present to take you through the launch as well.

7.What form of training is provided? To ensure your success, Ashtang Arogyashala stand behind provides pre-opening training to you and key personnel on the complete operation of the business .A confidential operations manual detailing day-to-day operations will also be provided, on loan, for your easy future reference so that you will be in the position to replicate our success in your business.

8.Do I get any continuing guidance in the operation of my business? Your success is our success. To realize this, on going training and support will certainly be one of our priorities .In addition, to constant monitor from our corporate office, periodic visits by corporate staff rendering assistance in maintenance of standard and improvement in the operation strategies of the outlet will be performed. First hand observation and real time involvement are our means of keeping pace with market

responses.

9.Will we be given Advertising support?

We will be giving major thrust in promotion through distribution of leaflets and advertisements. Specially structured promotion activities will be planned to suit your needs or for specific occasions.

10.Will there be available the necessary forms and administration aids?

During the course of training you will be exposed to all administrative procedures and the complete package of all necessary documentation essential to efficient business administration. Further, on completion of the training you will be provided, on loan our confidential operations manual for your future reference.

11.Who decides on the retail prices of products and services?

We condone fair practice and non- competition amongst our Clinics . All Collaborators are required to abide by the structure of the price list set forth by Ashtang Arogyashala stand behind, in the Collaboration agreement, so that consistency in the whole network prevails. However, in exceptional situation small variant may exist as a result of geographical distant or locality uniqueness.