



VAIDYARATNAM P.S. VARIER'S

ARYA VAIDYA SALA, KOTTAKKAL

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Vaidyaratnam
P.S. Varier

A Memorandum of Understanding is entered into today at Kottakkal between Vaidyaratnam P.S. Varier's ARYA VAIDYA SALA, Kottakkal and SAMI LABS Limited, Bangalore.

Arya Vaidya Sala, the pioneers of classical Ayurveda has been in the forefront of carrying forward the principles and practices of classical Ayurveda with the appropriate support of modern technology.

Sami Labs is the pioneer in the field of identifying and standardizing active molecules that are available in various medicinal plants and establishing the efficacy and application of such standardized molecules for improving the health and wellbeing of mankind. These products of consistent quality standards are manufactured to international standards of quality. Sami Labs has over 90 international patents to its credit.

This MOU is the culmination of several rounds of discussions between the Senior Management teams of Arya Vaidya Sala and Sami Labs during the past over six months.

The major areas that are identified for co-operation are:

- 1) Marketing of AVS products by Sami Labs or Sami Direct Marketing in India and through Sabinsa corporation and also Sami Direct Marketing all through the world.
- 2) Co-Development of new products.
- 3) Development of standardised herbal extracts.
- 4) Exploring possibilities of large scale cultivation of essential medicinal plants through contract farming.
- 5) To create public awareness and seek Governmental support in efforts to conserve and cultivate endangered medicinal plant species.

The MOU was signed at Kottakkal by the Senior Authorities of AVS and Sami Labs.

Speaking on the occasion, Padmabhushan Dr. P.K. Warriar, Managing Trustee and Chief physician, Arya Vaidya Sala emphasized the need for incorporating modern scientific methods and technology for enhancing the knowledge base of Ayurveda with the ultimate objective of bringing affordable health care to the suffering humanity.

Dr. Muhammad Majeed, Founder and Managing Director of Sami Labs said on the occasion that he felt honoured in entering into the MOU with AVS and said that he considers it as a recognition for the pioneering work that he has been carrying on relentlessly for the past over a quarter of a century in propagating the merits of Ayurveda the world over and manufacturing and marketing standardized medicinal plant preparations in a manner acceptable to the developed world.