

trinaya[®]

BY KOTTAKKAL
ARYA VAIDYA SALA

*An Authentic Heritage.
A Modern Approach.*

**Franchise
Initiative**



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Ayurveda

The Science of Life

Ayurveda is the ancient science, which deals with the normal life and disease using one's - food habits (Annapaana), lifestyle (Vihaara) and medicaments (Oushadha).

Health and non-health of an individual depend upon the weather (Kaala), personal objectives (Artha) and personal activities (Karma).

Ayurvedic management of health is based on these aspects.



Vaidyaratnam P.S. Varier's Arya Vaidya Sala, Kottakkal

The House of Authentic Ayurveda

Founded in 1902 by the visionary Vaidyaratnam P.S. Varier, Arya Vaidya Sala, Kottakkal (AVS) is a century-old charitable institution that pioneered the renaissance of the Ayurvedic system of healthcare in India. What began as a small village clinic in Kottakkal, Kerala, has evolved into a multi-unit, multi-functional and multi-disciplinary organization with a global reputation for excellence. Today, Arya Vaidya Sala operates Ayurvedic Hospitals and Research Centers, offering expert medical advice and authentic Ayurvedic therapies administered by trained therapists under the supervision of experienced physicians. Every treatment is supported by genuine Ayurvedic medicines manufactured in Arya Vaidya Sala's own state-of-the-art facilities. With a strong foundation in clinical service, medicine manufacturing, research, education, drug distribution, herb cultivation and academic documentation, Arya Vaidya Sala continues to uphold the true spirit of Ayurveda — healing with purity, compassion and knowledge.



Trinaya - The Essence Born from Legacy, Built for the Future

Trinaya is the new-age wellness vertical of Kottakkal Arya Vaidya Sala, envisioned to make the wisdom of Ayurveda accessible, contemporary and experiential through franchise-based Ayurvedic wellness centres

across India and the world. It represents the three dimensions of balance — body, mind and spirit — blending century-old Ayurvedic expertise with modern infrastructure and service excellence.

For over a century, Arya Vaidya Sala has been synonymous with trust, authenticity and healing. Trinaya extends this heritage into a modern, scalable format — to take Ayurveda to every corner, every city and every life that seeks holistic well-being. Trinaya bridges the gap between traditional Ayurvedic therapy and modern wellness expectations — creating a space where ancient healing meets contemporary comfort.

Our Vision to Expand Ayurveda's Reach

Creating a Global Footprint for Ayurveda

Vision

To extend the reach of Ayurveda by delivering accessible, reliable and high-quality care that resonates with modern lifestyle.

Mission

To rapidly expand the global footprint of Ayurvedic care, driven by the century-old expertise.

Our Signature Treatment Portfolio

The Trinaya Experience

Trinaya delivers authentic, premium care in a modern environment, offering curated treatments from certified professionals using trusted formulations.



Classical Ayurvedic Treatments

Abhyanga, Shirodhara, Pizhichil, Kizhi, Nasyam and more.



Therapies

Stress management, rejuvenation, detoxification and more.



Skincare Procedures

Ayurvedic facials, hair and skin therapies using our premium care range.



Consultations

Certified Ayurvedic doctors for preventive and curative aspects.



Merchandising Section

Curated personal care and wellness products from Arya Vaidya Sala.



Franchising – The Future of Legacy

A Scalable Path for Shared Growth

- To expand Ayurveda's reach beyond traditional centres.
- To empower entrepreneurs who are passionate about wellness and natural healing.
- To ensure standardized care and experience under one trusted brand.
- To meet the rising global demand for natural and sustainable healthcare.
- To upskill young and enthusiastic healthcare professionals

By franchising through Trinaya, Kottakkal Arya Vaidya Sala ensures consistency, authenticity and growth, while partners gain the strength of a legacy brand with global trust.

Who can be our franchisee?

Aligned for Purpose, Driven for Growth

Together, Let's Build

Ayurvedic Doctors & Practitioners

Ayurvedic Medicine Dealers

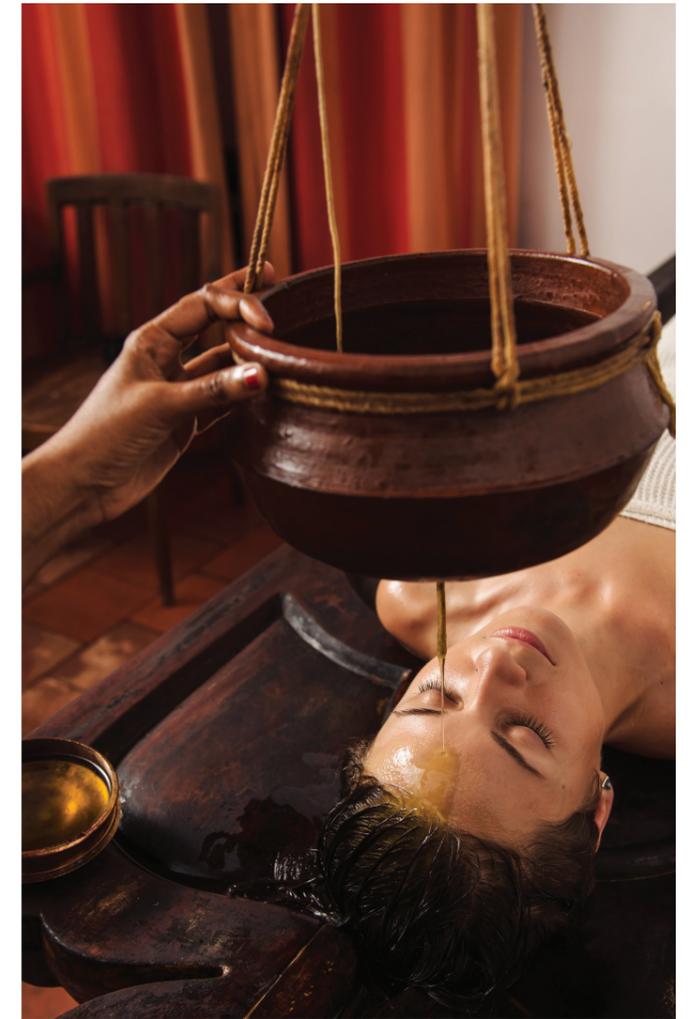
Entrepreneurs with interest in wellness and healthcare.

Personal care service owners looking to diversify.

Professionals or investors seeking a legacy-backed business.

Individuals committed to upholding the authenticity and ethics of Ayurveda.

No prior medical background is necessary — Trinaya provides training and operational support.



What Trinaya Offers its Franchise Associates?

Together Towards a Shared Future

Empowering Associates, Envisioning Tomorrow



Brand Authorization:

Operate under the trusted name of Arya Vaidya Sala, Kottakkal.



Training & Recruitment:

Staff training, therapist certification and operational guidance.



Design & Setup Advisory:

Complete layout and interior branding advisory as per set standards.



Marketing & Digital Support:

Centralized campaigns, social media promotion and launch PR.



Product Supply & Logistics:

Assured supply of genuine Kottakkal formulations.



Operational Guidance:

Standardized treatment and operational SOPs, ongoing audits, quality checks and business reviews.



Innovation Support:

Access to latest trends and developments in Ayurvedic treatments & related products

Future of Ayurveda

The Everlasting Relevance of Ayurveda

India's Ayurveda products market is entering a phase of rapid growth and strategic opportunity. According to a recent study, the market is projected to grow from about ₹57,450 crore (USD 7 billion) to ₹1,20,660 crore (USD 16.27 billion) by FY 2028, at a compound annual growth rate (CAGR) of approximately 15%. (Source – Economic Times)

The Key Drivers of Growth

Growing consumer preference for natural, herbal and clean-label wellness solutions, Government support and AYUSH policy momentum, Rise of entrepreneurship and Ayurveda-led startups and Exports and international demand

India's Ayurveda market

Projected to reach

**INR 1.20
Lakhs crores**
by 2028

Growing at a remarkable

15% CAGR

Source: The Economic Times

Investment Overview:

The Trinaya Business Model

Financials

Capital Expenditure
(CAPEX)

One-time investment for
store setup and launch

INR 50,00,000

Space Requirement

Expected size for a typical
Trinaya franchise

1500 sq. ft.
approximately

Franchise Term

6 years
(renewable)

*Exact cost varies based on location, facility size and city category.

Future of Trinaya

Trinaya Tomorrow – Global, Grounded, Growing

Trinaya envisions a network of **100+ centres globally** within the **next 5 years** — blending Ayurveda, technology and hospitality to redefine wellness.

By joining Trinaya, you **become part of a century-old healing heritage** with a future-focused vision.



Next 5 years
expanding
100+
centres globally

Opportunities & Implications for Trinaya

First-mover advantage with authenticity:

Trinaya, backed by Arya Vaidya Sala's century-old legacy, is poised to lead with trust and genuine Ayurveda.

Product-service integration:

Offering therapies, consultations and products together ensures total wellness experiences.

Innovative formats:

Modern wellness centres and hybrid digital models can attract new-age wellness seekers.

Global expansion:

Rising global demand opens doors to wellness tourism and international markets.

Become a Trinaya Franchise Associate. Let's take Ayurveda to the world, together.

Submit Application

Complete our franchise enquiry form with your background and location preference



Discovery Meeting

Meet our team, visit existing centres, review detailed business plans



Franchise Agreements

Finalize terms, sign agreements, begin your journey with us

