



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**19 Dec, 2024**

**Bajaj Finsery AMC report**

 **Total Mention 3**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>3</b>	<b>N/A</b>	<b>2</b>	<b>N/A</b>	<b>1</b>
<div> <b>Online</b></div> <div><b>N/A</b></div>				

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## The Morning Standard • 19 Dec • Ministry of Ayush Fit Bit

2 • PG

622 • Sqcm

298359 • AVE

300K • Cir

Middle Right

Delhi

### FITBIT

## ANJANEYASANA CACTUS ARMS (CRESCENT LOW LUNGE POSE CACTUS ARMS)

This is a derivative pose of the Crescent Low Lunge Pose. It can be practised for beginners in a standing position. In the base pose, practitioners stretch their hands to create a namaste, but in this pose, open both arms and fingers of each hand at the sides of the head, which looks like a cactus for an observer. It involves back bending and is relaxing in terms of balancing the body.

### STEPS

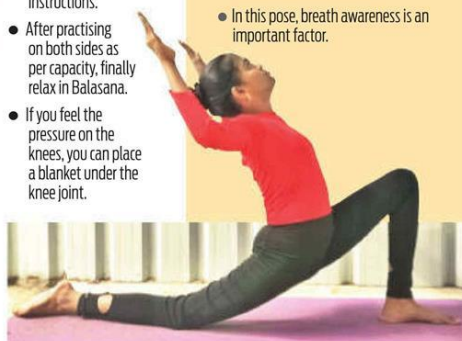
- Start the pose from Adho Mukha Svanasana. Exhale, step your left foot forward keeping it between the hands with the right knee stretched backward till it touches the floor.
- Create a right angle with your left thigh and the floor. You can feel the pressure on their ankles.
- Inhale, raise your arms, and bend them at the elbows. Bend your back and neck so that the head lies between the raised arms. Raised arms will look like a cactus plant to the observers.
- Stay in this position for 10 breaths. Come back slowly to the starting position of Adho Mukha Svanasana.
- It is advised to practise the same pose by alternating the legs, following the same instructions.
- After practising on both sides as per capacity, finally relax in Balasana.
- If you feel the pressure on the knees, you can place a blanket under the knee joint.

### BENEFITS

- It is a pectoral stretch pose that helps external rotation to the rotator cuff.
- Strengthens the shoulders, deltoid muscles, triceps muscle, upper back and shoulder blade region.
- Rotator cuff provides flexibility to the arms and shoulders.
- Helps stretch the diaphragm.
- Cactus arms alignment enhances the chest cavity and benefits cardiac functioning.
- Allows the lungs to work efficiently due to the lateral stretch of both arms.
- Helps develop mental strength.
- Flow of prana and blood during this pose is not only sagittal but also transversal.
- Though this is not therapeutic, it has its restorative benefits.
- Helps benefit asthma patients.
- Torso alignment enhances the breath capacity.
- People can stretch enough to prepare for the next level poses.

### LIMITATIONS

- People with injuries around the knees and hips, recovering from a recent bone fracture or severe wound, have high blood pressure, alien hand syndrome, arthritis knees, and severe pain in the joints, arms, or shoulder-related surgery or recovering from such treatments, should avoid this practice.
- In this pose, breath awareness is an important factor.



By N Elumalai, PhD Scholar (Yoga Science) at  
Meenakshi Academy of Higher Education & Research, Chennai

Trinity Mirror • 19 Dec • Ministry of Ayush

## Bajaj Finserv AMC stays bullish on pharma and wellness sectors

7 • PG

320 • Sqcm

460232 • AVE

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Top Center

Chennai

# Bajaj Finserv AMC stays bullish on pharma and wellness sectors

The financial markets have experienced significant volatility over the past few months, leaving investors on edge. A sharp drop of 3,000 points was followed by a partial recovery, creating a sense of uncertainty.

Yet, amidst this chaos, Sorbh Gupta, Senior Fund Manager – Equity, Bajaj Finserv AMC remains bullish on certain sectors, particularly pharma and wellness, believing they are poised for growth in the coming years.

Sorbh explains that the equity markets are often a blend of two key elements: reality and expectation. The reality, he notes, is somewhat changing, with disappointing GDP growth numbers and mixed signals from the world's largest economies. This shift in reality and elevated return expectations (in one and a half years) has added complexity to market predictions. However, despite the short-term fluctuations, Gupta believes that the rough patch seen in GDP numbers is likely temporary and will improve over time.

In such a volatile environment, His focus has been on identifying sectors that present opportunities. Sorbh highlights the large-cap space, which, after recent corrections, is now offering high-quality companies at attractive valuations. These companies, he believes, are well-positioned to perform well as the business cycle turns in their favor. His



**Sorbh Gupta, Senior Fund Manager — Equity, Bajaj Finserv AMC**

positive stance on consumption trends is rooted in the belief that relative to historical valuations, consumption companies are attractively priced, and he expects a cyclical uptick in consumption that will benefit them in the long run.

Sorbh views the pharmaceutical industry as a key growth sector, with significant opportunities in CDMOs, U.S. generics, and domestic pharmaceuticals. As demand for healthcare and wellness products rises, these areas are well-positioned for expansion. This makes the pharmaceutical industry highly attractive, leading Bajaj Finserv AMC to maintain an overweight position in the market. Drawing from historical sector performance, he noted the cyclical nature of healthcare, emphasizing that the current market presents a

nuanced investment narrative. "What excites us is the clear earnings upgrade cycle emerging across healthcare sub-sectors. Our approach isn't about following the crowd but identifying those strategic opportunities that offer genuine value for investors."

While Gupta, remains positive on pharma and consumption, he takes a more cautious approach toward certain sectors. His outlook on the IT industry remains cautious, despite a reduction in his underweight stance. He adds, "Last year, IT earnings lagged behind broader market earnings, and although the gap has narrowed, we are still uncertain whether IT earnings will outperform those of the wider market."

In addition to pharma, there's optimism about the Wellness sector, driven by India's rich history in Ayurveda and yoga. Awareness of wellness has grown, with a shift toward preventive health, further accelerated by the COVID-19 pandemic. The sector offers opportunities in Ayurveda, OTC products, wellness resorts, meditation services, and brands focused on organic food and nutrition. While the listed wellness space is limited, this is seen as an expanding opportunity, with more wellness companies expected to go public in the next 2-5 years, offering investors a chance to capitalize on rising demand.



Reader Digest • 19 Dec • Ministry of Ayush  
A Mouthful of Good Health

70, 71, 72, 73, 74, 75 • PG

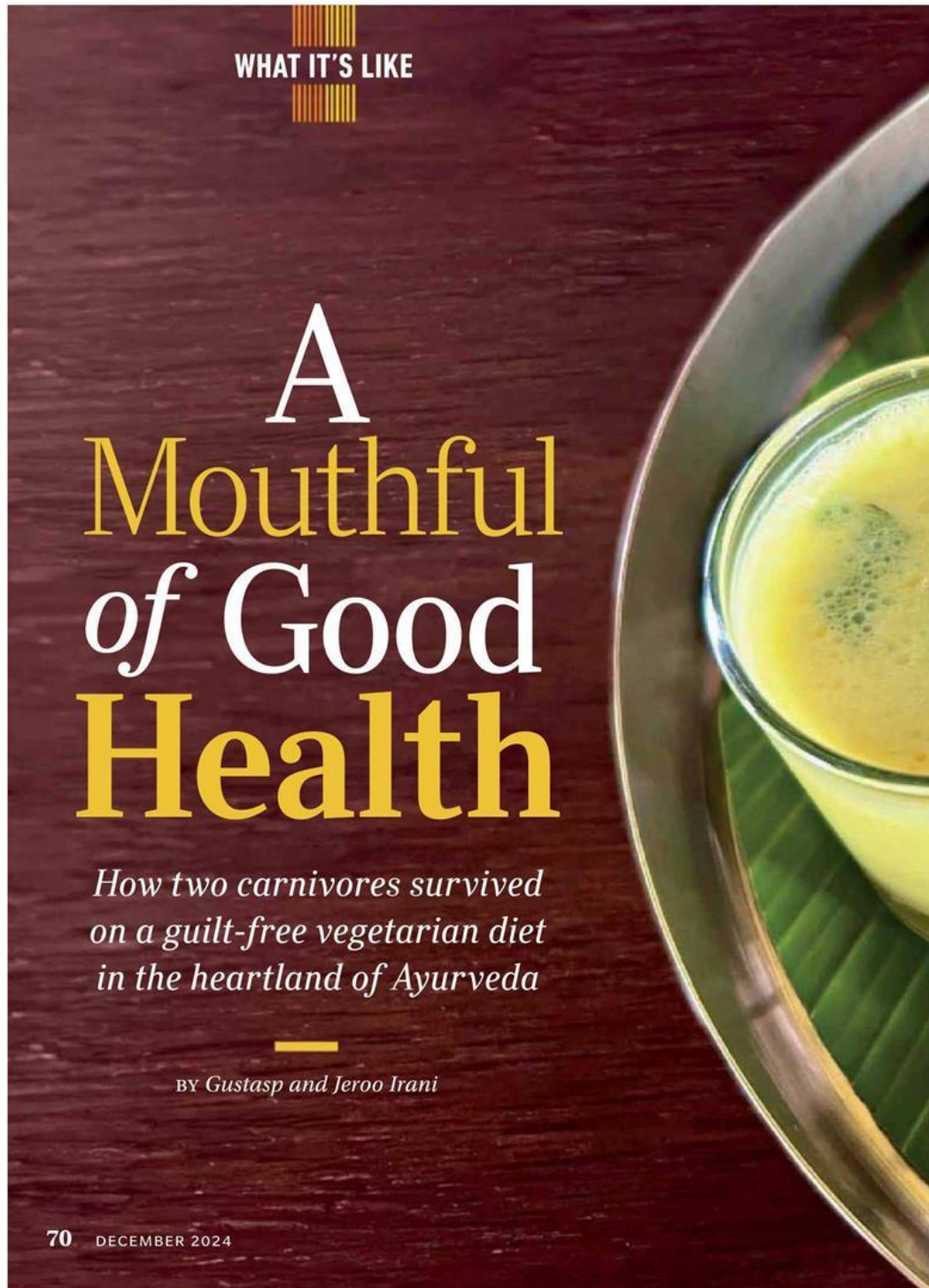
3744 • Sqcm

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Inside Page (Magazine only)

National







READER'S DIGEST

**W**e tucked in to a bowl of clear vegetable soup, followed by beet-root and spinach salad jazzed up with orange juice dressing, and then cauliflower and peas with a subtle carrot sauce as a dip for dinner. Delicious! We salivated for more. As one of the waitstaff cleared our plates, we asked, "What's next?"

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"That's it," he responded with a poker face.

At that point we knew how Oliver Twist, Charles Dickens' hero in the novel by the same name, might have felt when he said, "Please sir, I want some more."

This was far from Victorian England however. We were at Kalari Rasayana, an Ayurvedic Hospital recognized by the prestigious NABH (National Accreditation Board for Hospitals and Healthcare Providers). Located in South Paravur, Kollam, Kerala, the hospital is owned and run by the wellness wing of CGH Earth, one of the pioneers in sustainable tourism in India.

At Kalari Rasayana, Ayurveda is taken seriously. From here, many a wheelchair-bound patient leaves unassisted, head held high after a month's treatment (or longer), we were told. Here, a patient is viewed through a multi-lens of food, lifestyle and outlook; essentially, how a person 'digests life' and copes with his or her inner or outer worlds. A healthy diet

is one of the pillars of Ayurveda and at authentic Ayurvedic hospitals like Kalari Rasayana, the food plan, therapies and yoga regimen are prescribed and customized for every guest by the *vaid* (Ayurvedic doctor).

We were two carnivores fighting a losing battle—our hopeless addiction to an unhealthy meaty diet, glazed with dollops of oil or rich cream, tongue-singeing fish curries and saccharine-sweet desserts. Hoping to get our slightly elevated cholesterol, blood sugar and stress levels under control, we decided to sign up.

On arrival we were captivated by the centre's scenic location next to a palm-fringed lake, where nature seemed to play a sweet duet with ancient Ayurvedic wisdom. At the entrance to the lobby, a sign urged: "Please leave your world here." *That's easy*, we thought, because Kalari Rasayana's 22 villa rooms are scattered artfully over eight acres, vibrant with bird song and lush greenery.

The pitched tiled-roof cottages

## What It's Like



Meals are prepared using organic produce grown on the in-house vegetable garden

come with patios or verandahs that lasso views of the limpid lake and dramatic post-sunset skies. The chime of soft, distant temple bells often lulled us into a state of meditative relaxation. At other times, we would sit on green wrought-iron benches, placed along a red-earth walking trail, dreamily watching birds skim overhead to roost on the trees on the distant lake shore.

This visit was not our first tryst with Ayurvedic rejuvenation practices. On three previous occasions we had checked in to Ayurvedic spas offering a potpourri of massages and therapies that press the unwind button. The spas re-package Ayurveda to make it more accessible to seekers of respite and relaxation rather than healing as is the case for Ayurvedic

hospitals. One does not have to be on the wrong side of 30 or ailing to check into a spa, which is essentially an oasis of self-indulgence. Today, ad hoc Ayurvedic massages even figure on the spa menus of splashy luxury resorts in India.

Our goal at the time was to escape the frenzy of everyday life and, specifically, to experience a culinary epiphany—and as a spin-off perhaps acquire a more shapely silhouette! However, in each instance we would return home only to tumble ignobly into the same rabbit hole of non-vegetarian gluttony and the swirling waters of life with its the unabashed pursuit of wealth, careers, love and happiness.

This time would be different we decided. On our first morning, we awoke to the tranquil vistas of Lake Paravur,

ALL PHOTOS COURTESY OF KALARI RASAVAN AND GUSTASP AND JEROO IRANI



## READER'S DIGEST

rippling beyond our villa and a taste of an ashram-like discipline. A bell clanged to signal breakfast and we traced the sound to a dining area with a wrap-around verandah, where other treatment-seekers sat and hungrily ploughed into platters of fruit.

We dutifully followed suit, quelling rebellious fantasies of butter-slathered toast, fried eggs and steaming cups of coffee and tea—our usual daily armaments to battle a ‘cruel’ world. “Eat mindfully and focus on your meal,” we were counselled, rather than indulge in frivolous chatter or monotonous scrolling on one’s phone.

What made it difficult was that we could not sneak outdoors for a quick cuppa or a crispy dosa at a hole-in-the-wall wayside stall. The other patients from Russia, Germany and the UK had obviously made peace with the strict regimen of the wellness centre and its plant-based diet. They had a serene virtuous look about them, while we, on the first day, were nursing a throbbing headache. Occasionally, they would throw sympathetic glances our way as we were obviously struggling to enjoy our organic vegetarian meals.

Dr Firoze Varun, chief physician at Kalari Rasayana, who comes from a line of Ayurvedic *vaid*s, compared checking into an Ayurvedic centre once every few years to taking one’s car to a garage for a tune up. Much of Ayurvedic knowledge was lost in north India in the British era, we

learnt. However, it was in lush laid-back Kerala that Ayurveda took firm root. Indeed, the state has always had traditional sanatoriums and hospitals practicing and teaching Ayurveda, in the lee of the Western Ghats. Even today, there are traditional practitioners in every village who glean their Ayurvedic knowledge from ancient palm-leaf scrolls handed down over generations within families.

The concept of constitution (or *prakriti*) is the cornerstone of Ayurveda. This ancient Indian health regimen classifies human beings based on the predominant element within them—air, water, earth and fire. At an Ayurvedic hospital, various diagnostic methods (pulse rate, body type, etc) are used to determine which therapies and diet would be suitable for someone of a particular constitutional type, or *dosh*a. Incidentally, *dosh*as determine a person’s mind, body and even type of skin and hair. “Our meal plans are tailor-made for each individual’s condition and to balance his or her *dosh*as,” Sreejith K.V, the general manager enlightened us. “What you eat has the power to heal.”

Slowly but surely we began to appreciate executive chef Nishanth Muthu Krishnan’s culinary dexterity. His passion for fresh local ingredients (vegetables and plump fruits are plucked from the hospital’s own vegetable garden and fruit orchard) and minimal use of spices—turmeric,

## What It's Like



Caffeine-free herbal tea; here made with butterfly pea flowers.

coriander, ginger, garlic and almond paste (all pounded in-house) were given heft by a smattering of Himalayan rock salt. The food was generally steamed and occasionally cooked in a grudging dollop of virgin coconut oil.

With these, the chef conjured restrained, yet life-affirming, meals—a miniature *sadya* (a festive Keralan meal) served in a copper platter lined with a banana leaf. Small bowls brimmed with fragrant millet rice, artsy swoops of *daal*, a ridge-gourd preparation and a pretty pink beetroot salad. His curries were spiked with banana flowers and his soups were wreathed in a fugitive flavour which left us asking for seconds.

*Iddiyapam* (fresh steamed rice noodles) entwined with generous helpings of vegetables would come with a side of flavour-friendly almond sauce and a green gram wrap

enhanced by a velvety tomato chutney for extra bite. Glasses of gut-loving buttermilk would accompany the meals. To round it off, a sweet finale came in the shape of *tamboolam*, a *paan* look-alike. It was essentially a betel leaf coddling a concoction of dates, cinnamon powder, cardamom, pepper and fennel.

The seasonally-accented menus had a vivid colour palette of green, orange, yellow and pink hues that showcased indigenous ingredients and were visually appetizing. We reluctantly admitted that healthy food was perhaps akin to medicine for it made us feel feather-light and brimming with energy. We realized that one becomes what one consumes and so we were overweight, under-exercised and had developed a waddling gait like a ship in a gale!

Back home, we were soon proselytizing with the zeal of new converts about our life-changing experience. Our kitchen was no longer a grazing ground for unhealthy, oily fare nor a carnival for the misguided foodies we once were.

We did, however, sorely miss chef Nishanth's luscious, whimsical creations, which were nothing less than mouthfuls of good health. If only we could have poached him and flown his team to cook for us at home! 