



The House Of

Shambhala

S A C R E D L U X U R Y

serene. secular . selective

**A JOURNEY, SINCE 1860**



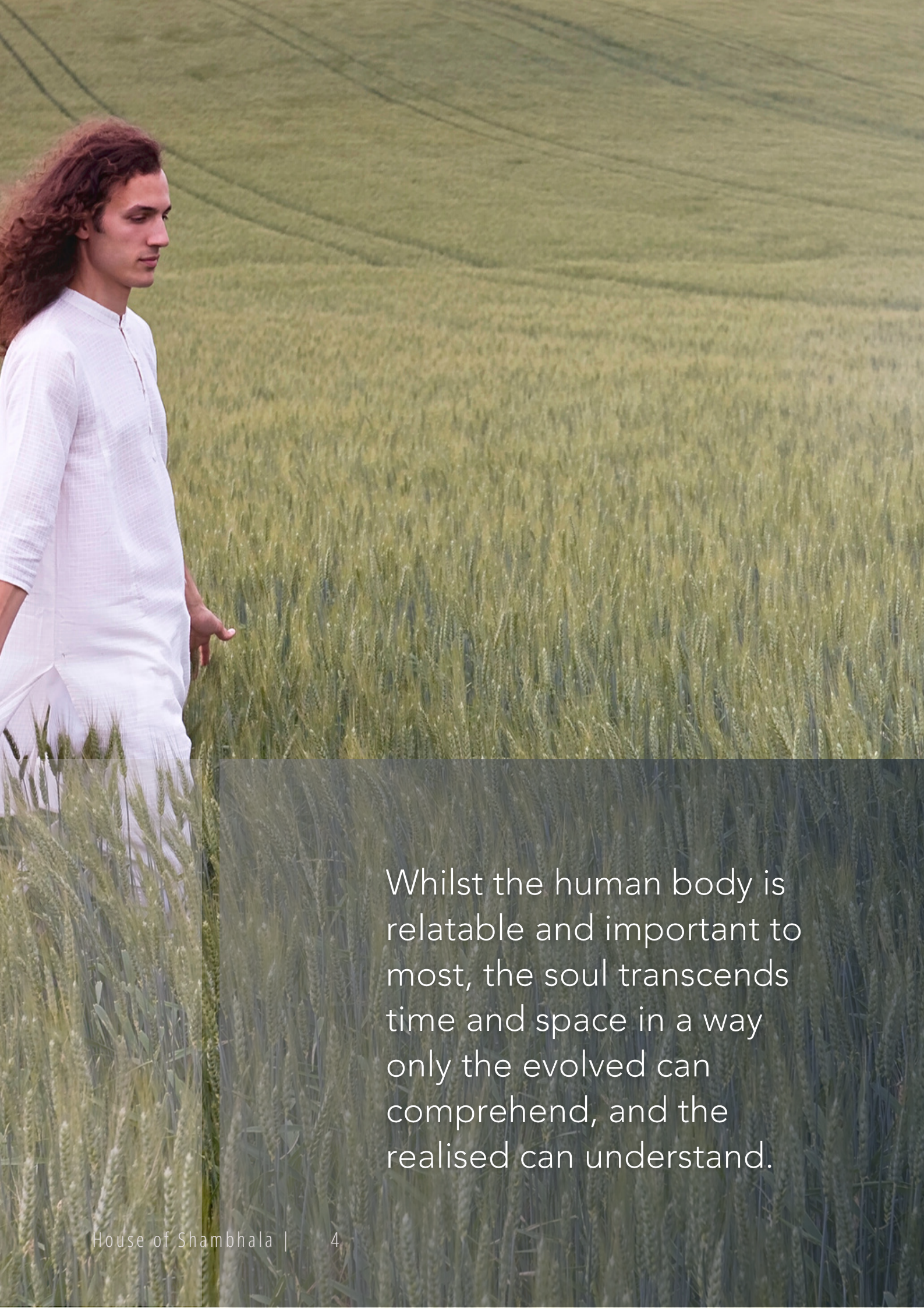
*If your choices are  
beautiful,  
so too will you be...*

E P I C T E T U S

stoic philosopher  
2nd century

# Table of Contents

|   |                       |      |
|---|-----------------------|------|
| 1 | The Journey           | p05  |
| 2 | The Spectrum          | p39  |
| 3 | Edibles               | p47  |
| 4 | Extracts              | p55  |
| 5 | Experiences           | p63  |
| 6 | Fort Shambhala        | p69  |
| 7 | Team Shambhala        | p73  |
| 8 | Annexures             | p77  |
|   | Forests of Shambhala  | p79  |
|   | Spas of Shambhala     | p137 |
|   | Sponsors of Shambhala | p185 |
| 9 | Communications        | p193 |



Whilst the human body is relatable and important to most, the soul transcends time and space in a way only the evolved can comprehend, and the realised can understand.

# Journey

since 1860

McLeodganj  
Shambhala  
Forest

1

Since 1860, the House of Shambhala brands have been creating a feeling world, a living world, a world of tradition and a world of privilege around forest products and experiences.



As a 'House', more than a brand, as an 'Experience' more than a product, as a 'Tradition' more than a production, and 'Personalised' more than commercialised, the Shambhala ecosystem comprises tribal cooperatives, artisanal groups, self-help groups and traditional processors.



Rock Temple at Masrur, near McLeodganj  
8th century

# McLeodganj Tea House



McLedogangj Tea House was established in 1860 at the outhouse of Lord Elgin's Dharamsala summer house and is probably the oldest known tea house in the world.

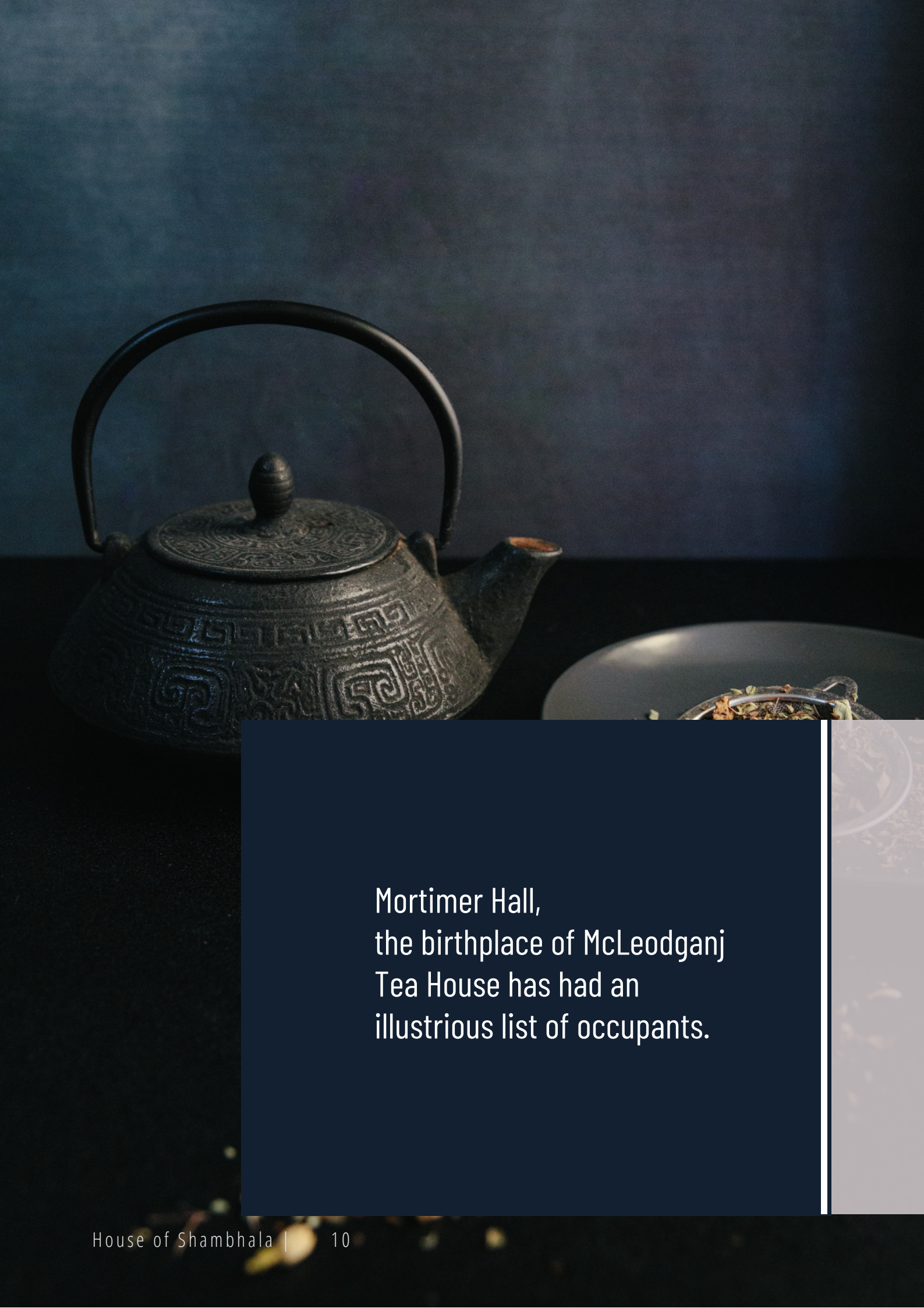
This building which was known as Mortimer Hall, has housed colonial administrators, much feared warlords, a global tent maker and a spiritual ambassador of peace.

It has been a mute spectator to two world wars, the birth of an independent nation and even a government in exile.





Prayer wheels at Dalai Lama's Temple  
McLeodganj



Mortimer Hall,  
the birthplace of McLeodganj  
Tea House has had an  
illustrious list of occupants.



Donald Frier McLeod on whose name McLeodganj is named was it's first occupant. He was a graduate of the East India Company college and eventually became Lieutenant Governor of Punjab in 1865.



Family of James Bruce Elgin , the first Viceroy of India was the second occupant. He annexed HongKong and ordered destruction of the Summer Palace, near Beijing. He lies buried in McLeodganj.



The Mortimer Hall estate was acquired by Lala Bashesharnath, a leading tent maker around 1930. He made it his summer residence.



Lala Bashesharnath's youngest son Ajit Sarin after returning from the US in the early seventies had made Mortimer Hall his summer residence. His wife Nalini Sarin continues to be the brand custodian for McLeodganj Tea House.



Mortimer Hall was later acquired by the Ministry of External Affairs, Government of India and became a part of the complex which houses His Holiness the 14th Dalai Lama, the Tibetan government in exile, and related Government of India establishments.



Dipali Bhasin who spent her childhood years at Mortimer Hall is the CEO of the House of Shambhala. She received the Entrepreneur of the Year award from MBA Awards 2023 for creating a new format for luxury retail in the House of Shambhala.

# McLeodganj Tea House



In visible sight of the Mortimer Hall Estate is the Dhauladhar mountain range from where Hanuman is said to have lifted and carried the mountain with the Sanjeevani plant to cure Lord Laxman in the epic Ramayana. Early pictorial depictions of the Sanjeevni plant indicate it to be a tea plant of the type now widely grown in the Dharamsala area and globally known for its antioxidants and other health properties.



View of the Dhauladhar mountain range from McLeodganj

# The first fifty years

1860-1910

Several tea connoisseurs visited McLeodganj Tea House in the 19th century, including a well known tea trader from England, Mr Harrods, who subsequently set up the Harrods Store in Knightsbridge, London. Harrods Teas continue to be a leading global brand for Himalayan teas.



Harrods, London



# Era of change

1910-1947

Tea factories around Dharamsala continued to process green tea just like in the 19th century - the orthodox way. India rose to be the tea capital of the world. Elsewhere, things were far from well. This was the period that saw two world wars, the nazi regime, the jewish holocaust. The winds of change were visible everywhere.

It was in this age that a new nation arose on the 15th August of 1947. India became a free country and put to test the most untested of all paradigms - creating a free country on the principles of democracy - each man had one vote - irrespective of education, religion or economic might. It was this successful experiment called democracy in a country with 8,000 years of history that changed the world forever.



# The journey within

1947-1992

The McLeodganj Tea House journey continued as per tradition and heritage from independence in 1947 till around 1992.

This was the time when India woke up to the combined challenges of the free market economy, the onset of the digital age and the start of global scale manufacturing plants epitomised by the petroleum refinery in Jamnagar - the single largest greenfield refinery in the world.

This was also the period that India went through the holocaust of the Bhopal tragedy caused by an accident in the Union Carbide chemical plant.



And so India embarked on a regrettable journey of economic growth, environmental destruction, the collapse of biodiversity, poor air quality and widespread chronic diseases.

This was also the period in which India seized an opportunity to become the IT Services capital of the world. As developed countries moved from manufacturing to finance and services, China began its ascent as the world's manufacturing capital. India chose to focus on services and high value products like pharmaceuticals and biologics.

# Conceptualisation of Shambhala 1992

A team from McLeodganj Tea House - one of the oldest tea house brands in the world - was visiting Japan, China and Taiwan to study native tea ceremony practices around 1992. The visit exposed the team to various ancient remedies based on forest produce.

Most of these remedies and medicinal oils were derived from naturally shed flowers, fruits, leaves and barks. The trees were not hurt or damaged in any way by the process of collection. The forestry produce was also used by the tribals to make a variety of items such as flour, cooking oils and medicines.



## Birth of Shambhala

1992

Since most of these products did not pertain to tea - a new arm called Shambhala Organics was created by McLeodganj Tea House in 1992. The Shambhala Organics team studied forests around India between 1992 and 2002. These include the Himalayan forests from Kashmir in the north to Meghalaya and Tripura in the northeast, with Sikkim and Nepal in between.

In furtherance of its belief of working on the ground, directly with tribals and self help groups, the company started pilots in fourteen states. These included Himachal Pradesh, Uttar Pradesh (subsequently split into Uttrakhand and Uttar Pradesh), Sikkim, the seven north east states, Madhya Pradesh (subsequently split into Chattisgarh and Madhya Pradesh) and Kerala.

# Understanding decline of forests & biodiversity

2000

The team studied areas like Bandhavgarh Forest Reserve, Jim Corbett, and Jharkhand forest areas and forest patches in south India, including new forestry locations. The study showed that a typical forest module was at least 50 square kilometres in area and at least 500 years old. They were home to more than 500 macro species of plants and animals with a thriving world of microorganisms comprising thousands of species of bacteria, insects, parasites, termites etc. This ecosystem became self-sustaining and managed not only to maintain but also to enhance biodiversity.



# Beginning the reversal

2005

The Shambhala team initially identified trees with a substantial existing density, such as Sal, tamarind, mahua, eucalyptus, gum, mango, kokum, figs etc. and studied their application in the food, health and beauty chain.

For example, the team discovered that the forests were home to various medicinal plants. The use of these plants is well documented in traditional medicine systems like Ayurveda and Unani. Similarly, butter extracted from the kernel of plants like Sal had a similar fatty acid profile to cocoa butter which is widely used in confectionary and topical applications like skin care.

# Gaining traction for 2010 a global play

The Shambhala team interacted with global players to understand use cases for various forestry produce. The study revealed that the most widely used creams and lotions contained mineral oil of petroleum origin as a base for the creams. Up to 98% of a harmless-looking cream is, in most cases, some combination of paraffin wax, turpentine oil, mineral oil, kerosene etc.

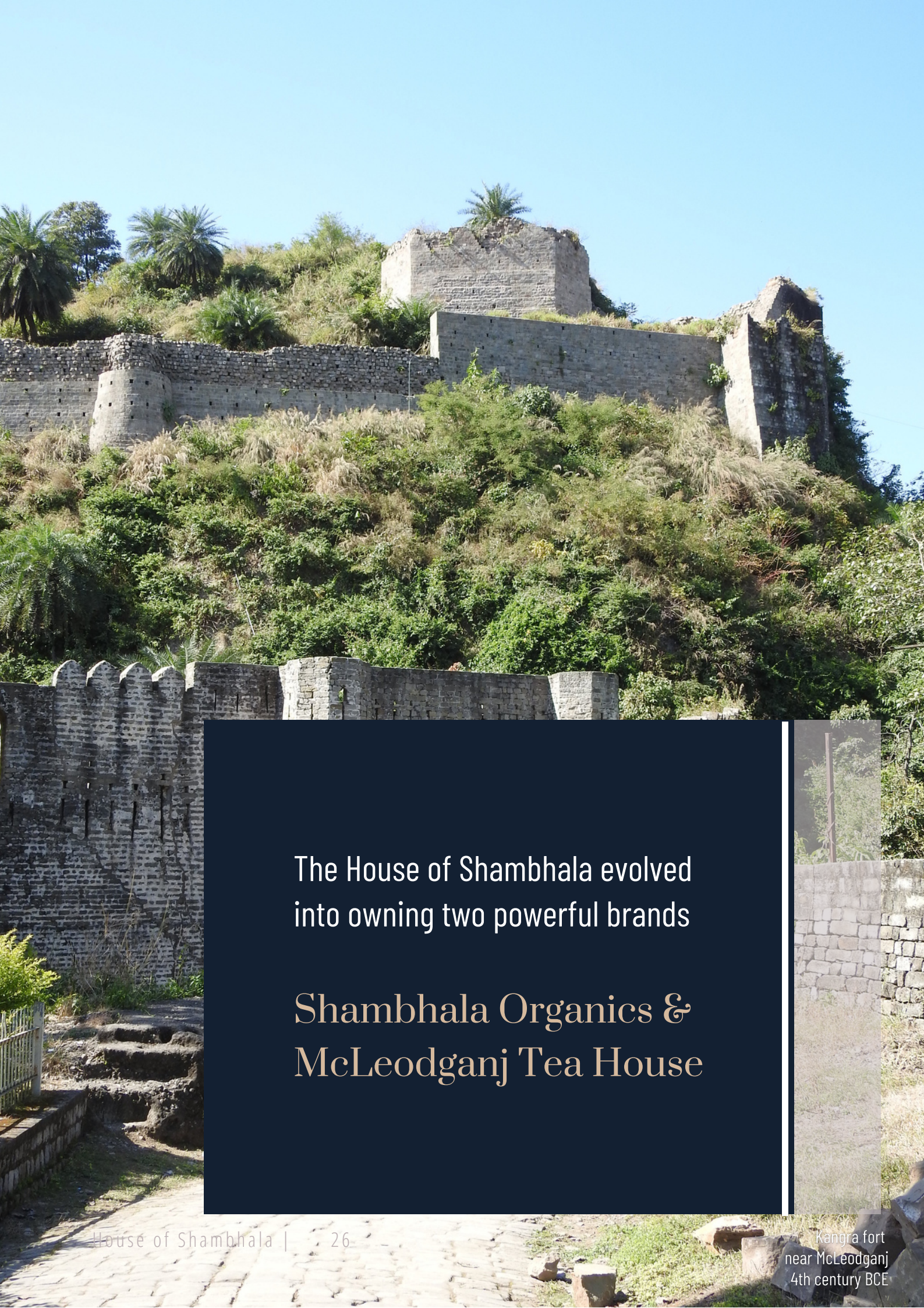
Whilst none of these are good for the human skin, they continue to be used because adequate supply chains are not available for natural substitutes. Besides, natural substitutes have seasonality, lack of consistency and shelf life issues which are challenging to navigate.





# Restructuring for social & environmental impact 2014

From 2003 to 2013, Shambhala worked with the team from the parent company - McLeodganj Tea House - to address these challenges. Given the scale of the opportunity and the nature of the challenge - the group decided to change its focus from cultivated plantation products like tea and coffee to organic forest produce. Shambhala Organics was incorporated as a company in India in 2013 and acquired the brand legacy and assets of its erstwhile parent McLeodganj Tea House in 2014.



The House of Shambhala evolved  
into owning two powerful brands

Shambhala Organics &  
McLeodganj Tea House

# Finding its soul journey 2016 in the revival of forests

Between 2014 and 2019, the House of Shambhala worked with a broad group of development sector specialists to undertake detailed studies in the forest areas of India.

The House of Shambhala aligned with self-help groups in fourteen states of India, including eight Himalayan states - to create a procurement ecosystem spread over 100,000 sq kms of forests - capable of eventually replacing 50% of all petroleum base oils used in the cosmetics and beauty sector.



# Building the foundation 2018

Today almost every familiar brands, from skincare to oils are primarily using mineral oil of petroleum origin as per the list of ingredients on their retail packs.

Shambhala has adopted the replacement of these at a mass scale as its spiritual mission.

The House of Shambhala has created a complete range of formulations using natural ingredients. Customers can prepare their own products using these recipes.

# Formulating a range of recipes

2020

To address product formulations, the House of Shambhala tied up with WellnessLifestyle llc, USA to develop a range of organic products for the global markets.

The Shambhala product range extends from skin care, body care, hair care to therapeutics.

In order to align incentives, Wellness Lifestyle LLC acquired a strategic stake in Shambhala Organics - the manufacturing SPV created by the House of Shambhala.

# Creating green-capacity 2021 of a global scale

To create global-scale production capacity, the company entered into a partnership with Ionique Research Ltd to build and operate a captive manufacturing facility within the Ionique Campus in Noida near Delhi for formulation, quality control and packaging. Ionique Research acquired a strategic stake in Shambhala Organics in 2021.



# Accessing capital and rebranding

2022

Shambhala became a part of the MegaIncubator and MegaLab initiatives of the IIT Alumni Council to institutionalise the company - who now own a 15% voting stake. This alliance provided Shambhala with direct access to hundreds of angel investors and mentors in the IIT Alumni ecosystem.

To bring in the first round of seed capital - Shambhala Organics inducted Ashmolean Fund as a seed stage investor in the company. This gives the company access to digital and branding resources, including martech veterans like Sanjiv Goyal of Adroit Capital, Silicon Valley. To oversee the rebranding of the initiative and create a best in class social media platform, the company inducted a digital agency - Anytime Media - as a strategic partner.

# Building the foundation 2023 for a global company

To initiate the next round of hypergrowth, the company is now inducting institutional investors to raise up to USD 25 million in 2023.

The company seeks ESG and CSR investors who believe in the vision of the company to create market access for forestry produce collected from over 5000 square kilometres of Indian forests in the three key areas of organic food, preventive health and healthy longevity targeting wellness.



# Shambhala healing spa journeys

To evolve as a complete product house, Shambhala launched the Healing Spas partnership program to bring healing to legacy Spas in luxury hotels and estates.

The company expanded the scope of its partnership with Wellness Lifestyle llc, USA to include licensing of their Wellness Operating System and bring in leading Spa experts like Terry Liew to help develop signature treatments around the Shambhala Spa products

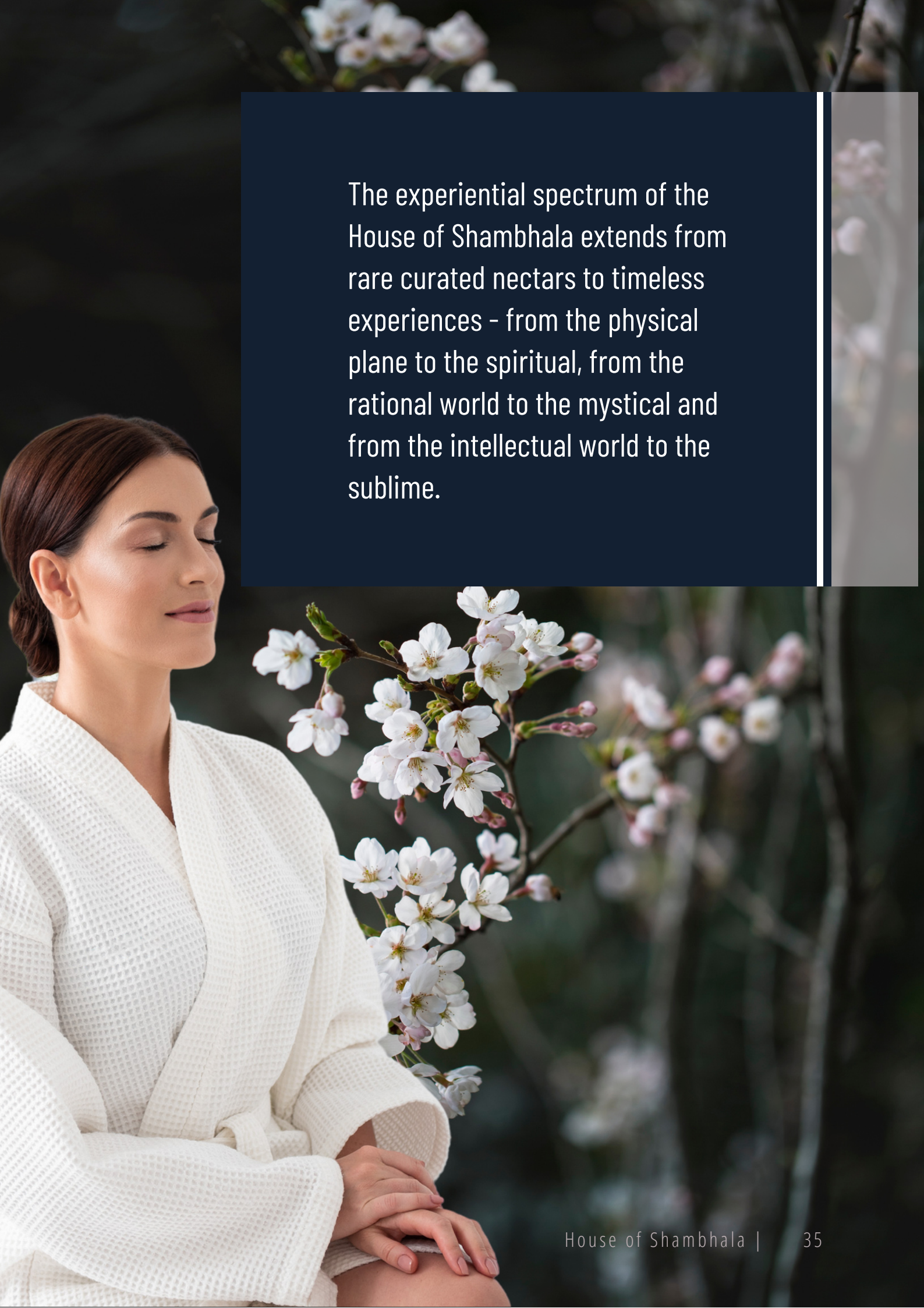
The quality of life initiative was the brainchild of Ashok Madhukar, a tall leader who played a stellar role in the creation of IIT Alumni Movement.



Late Ashok Madhukar, who passed away in 2021, was a BTech from IIT Kharagpur and was awarded Distinguished Alumni by his alma mater. Ashok spent the last three decades of his life in the development sector - first as a part of the Social Fund for Development in Egypt and thereafter as a leading consultant to the government, specialising in the India-Africa corridor and the north east sector.

In 2016, Ashok introduced alumni leaders of the IIT community to the “quality of life” framework. His theory was that if we worked towards deploying technology to address all aspects of quality of life, we could create a blueprint for national progress. It was his strong conviction and passion for creating a nation building organisation that eventually led to the formation of the IIT Alumni Council.

He achieved in his lifetime, what may have otherwise taken decades more - to develop the unique core theme for the IIT Alumni movement. It is thanks to his foresight and guidance that the IIT Alumni Council and related mission organisations shifted focus to nation building.

A woman with dark hair pulled back, wearing a white textured robe, is shown in profile with her eyes closed and a serene expression. She is sitting in front of a branch of white cherry blossoms. The background is dark and out of focus, with more blossoms visible. A dark blue rectangular box is overlaid on the upper right portion of the image, containing white text.

The experiential spectrum of the House of Shambhala extends from rare curated nectars to timeless experiences - from the physical plane to the spiritual, from the rational world to the mystical and from the intellectual world to the sublime.



Going forward from 2023, the Shambhala journeys are being configured to counter the effect of environmental degradation, pollution and broken food chain.

The Shambhala Spas are being soft launched in India in 2023 and will be launched globally in 2024.

The House of Shambhala creates an optimal synergy between ancient wisdom and contemporary living...



to create a range of products and experiences customised to the needs of the digital society...

The synergy with the ancient wisdom,  
in time, will help us go back to an age  
we no longer live in...



but, whose memories and virtues we need,  
to survive as a race.

2

# Spectrum

of our offerings

Edibles  
Extracts  
Experiences



From the McLeodganj Weaves Collection

McLeodganj beverages, serveware and weaves work to protect the sacred luxury of an era where time stood still and man lived in harmony with nature.

Where flowers bloomed in a forest on their own and food foraged rather than farmed.





St John in the Wilderness Church  
McLeodganj. 18th century



From the McLeodganj Sereware Collection

McLeodganj beverages, serve ware and weaves continue on their unaltered journey since 1860. The sole objective has been to deliver products and services just as they were in 1860. Untouched by time.

The products continue to be made without the use of electricity or chemicals. Mostly hand made or hand woven or hand processed. From natural materials.

The brand stands untouched by time or technology. A great tribute to its brilliance and authenticity.

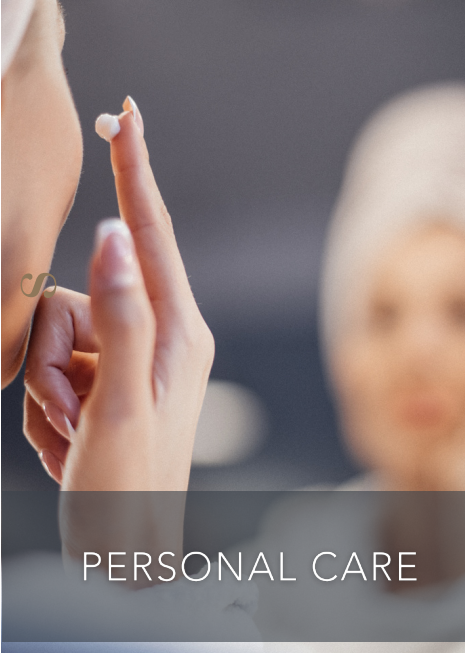
Shambhala Edibles offer nutraceuticals, gourmet food and fresh organic produce.

Shambhala Extracts offer personal care, grooming and therapeutic products.

Shambhala Experiences offer curated retreats, wholesome dining and signature healing spa journeys



Extract



PERSONAL CARE

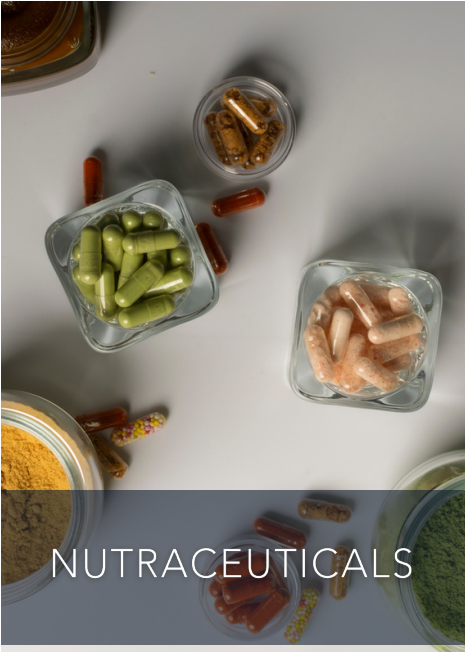


GROOMING



THERAPEUTICS

Edibles



NUTRACEUTICALS



GOURMET FOODS



ORGANIC FRESH PRODUCE

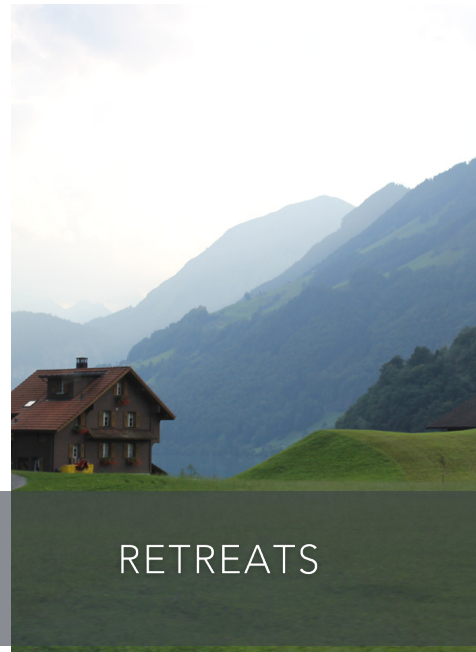
Experiences



HEALING SPA JOURNEYS



WHOLESOME DINING



RETREATS



Shambhala edibles, extracts and experiences could be considered as a key to finding one's sacred Space in an era of conspicuous consumption, mindless thinking and digital anonymity. Where geography is not history, and time is not an internet statistic.



# Shambhala

EDIBLES

# Edibles

Let Food be thy Medicine

Fresh produce  
Gourmet food  
Nutraceuticals

*Let food be thy  
medicine and medicine  
be thy food.*

H I P P O C R A T E S

8th century





# Edibles

Let food be thy medicine

## fresh produce

- | fresh biodynamic produce
- | organic spices & herbs
- | wild foraged delicacies



# Edibles

Let food be thy medicine

## gourmet food

- | wholesome and fresh
- | personalised meals
- | dosha (bio-energy) specific
- | planned with nutritionists



# Edibles

Let food be thy medicine

## nutraceuticals

- | dietary supplements
- | herbal supplements
- | functional food





SHAMBHALA  
NUTRACEUTICALS. SUPPLEMENTS



Shambhala

EXTRACTS

# Extracts

Skin-to-Soul Regeneration

Personal skincare  
Therapeutics  
Grooming aids

Pure plant essences hold  
in them and in their  
magical aromas the power  
to evoke in us our  
capacity to heal, to  
remember and to find our  
way back into our innate  
joy and serenity.

C H R I S T I N A   W A T S O N





SACRED LUXURY . SOUL JOURNEYS

# Extracts

Skin-to-Soul Regeneration

personal

- total skincare head to toe
- | butters & oils
- | exfoliants & masks
- | serums & creams
- | mists and protective potions



# Extracts

Skin-to-Soul Regeneration

## therapeutics

- | muscular & joint pains
- | congestion & headaches
- | stress & sleep aid



# Extracts

Skin-to-Soul Regeneration

## grooming

- | classical Indian kajal
- | lip balms
- | shaving oil
- | beard salve





SHAMBHALA  
SKINCARE . GROOMING . THERAPEUTICS



# Shambhala

EXPERIENCES

5

# Experiences

Sacred Luxury . Soul Journeys

Healing spa journeys  
Bespoke dining  
Curated retreats

Your sacred Space is  
where you can find  
yourself again and again.

I think everybody,  
whether they know it or  
not, is in need of such a  
place.

J O S E P H   C A M P B E L L





SACRED LUXURY . SOUL JOURNEYS

# Experiences

Soul Journeys . Sacred Luxury

## healing spa journeys

- | signature Spa treatments
- | beauty and rejuvenation
- | holistic healing CAM\*  
treatments & interventions
- | health consultations
- | healthy lifestyle coaching

\*CAM Complementary & Alternative Medicine



# Experiences

Soul Journeys . Sacred Luxury

## bespoke dining

- | hosted dining
- | at the master's table
- | farm to fork
- | foraged delicacies
- | at the chef's table



# Experiences

Soul Journeys . Sacred Luxury

## curated retreats

| curated retreats

| holistic-health specialists

| led personalised itineraries


| picturesque locales



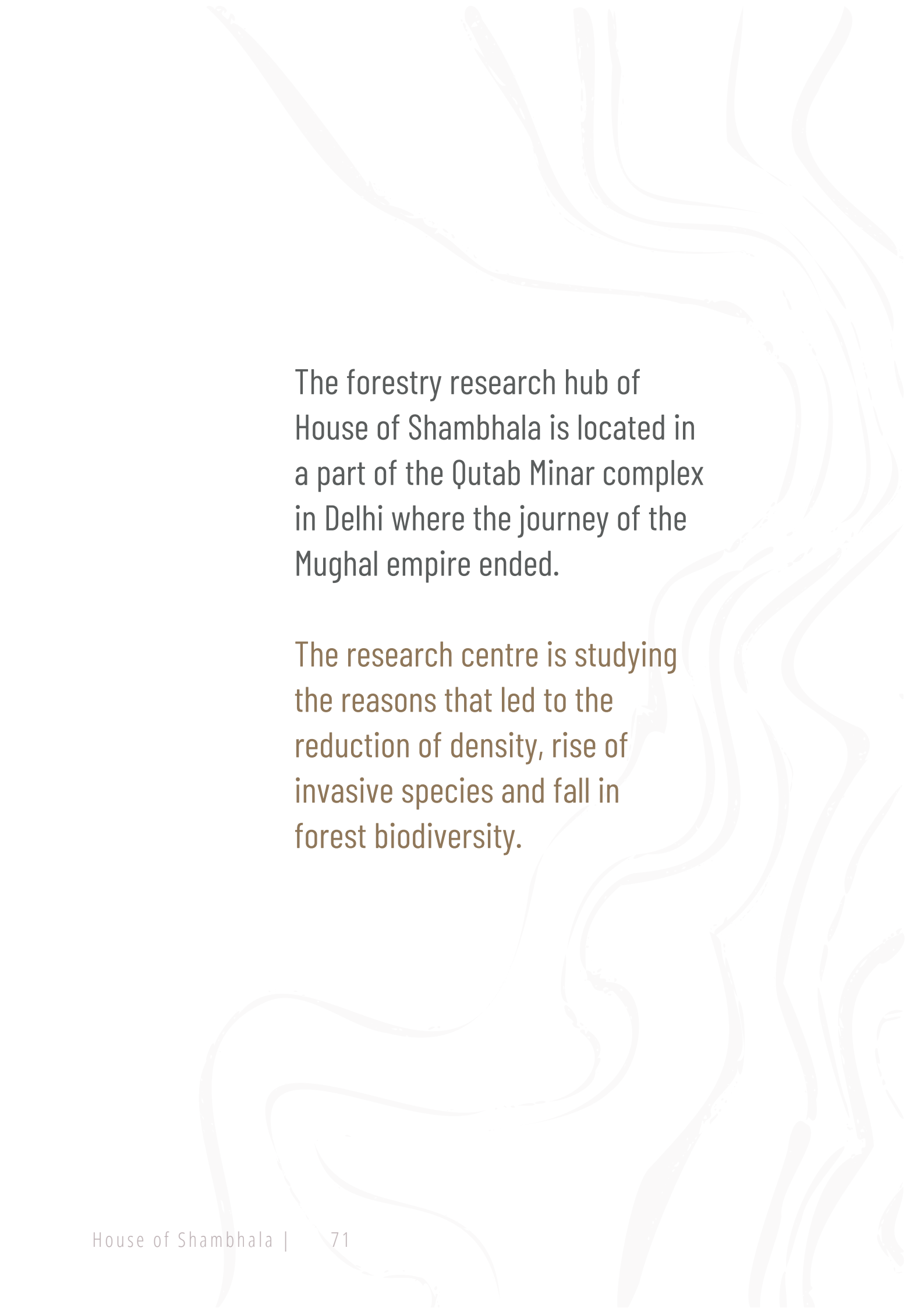
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# Fort Shambhala

Forestry Research Hub

A close-up, profile view of a man with long, dark hair tied back in a ponytail. He is smiling warmly, showing his teeth. He is wearing a white shirt. In the bottom right corner, his hand is visible holding a glass of red wine. The background is a soft, out-of-focus indoor setting with warm lighting.

The Shambhala brands have been revitalised for wellness as part of the MegaLab mission of the IIT Alumni Council to fill the market gap for natural, pure, chemical & toxin-free food, personal care and nutraceuticals required for achieving the longevity targets of the Council.



The forestry research hub of House of Shambhala is located in a part of the Qutab Minar complex in Delhi where the journey of the Mughal empire ended.

The research centre is studying the reasons that led to the reduction of density, rise of invasive species and fall in forest biodiversity.

Do plants have feelings & consciousness, do they experience pain, is death painful, are they social beings?



The answers to these may hold the key to how forests may be rejuvenated.



# Team Shambhala

Brand council  
Forest council

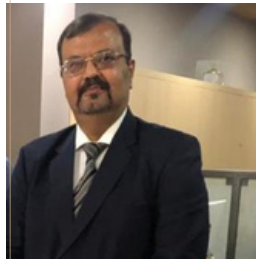
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# forest council

**PRAVEEN  
KUMAR**



**SANJAY  
NAGI**



**PRADIP  
KRISHEN**



**Rev H  
MATHEW**



**SURJO  
GHOSH**



**NANAK  
CHAND**



**RAVI  
SHARMA**



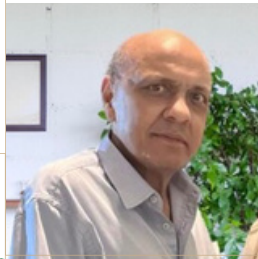
**Late ASHOK  
MADHUKAR**



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# product & brand council

AJIT  
SARIN



NALINI  
SARIN



GEETIKA  
SAIGAL

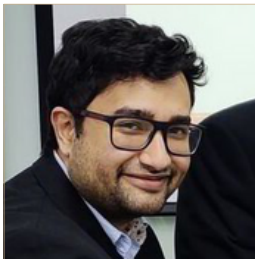


DIPALI  
BASIN



The House Of

Shambhala  
S A C R E D L U X U R Y



AKASH  
CHATURVEDI



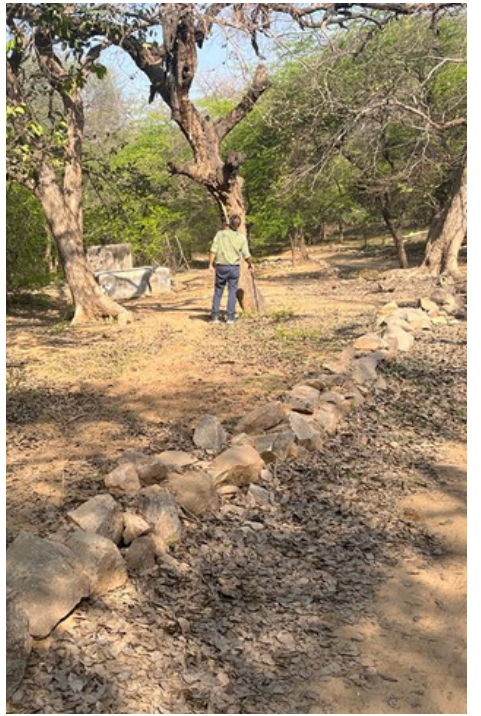
CHRISTINA  
WATSON



MRINALINI  
GUPTA



DEEPIKA  
GUNAWANT



# Annexures

Forests of shambhala  
Spas of shambhala  
Sponsors of shambhala

House of Shambhala  
prides itself as a  
secular institution that is  
the soul of Sacred Luxury.

Our heart however  
lies in our forests,  
as does our consciousness.

The House Of

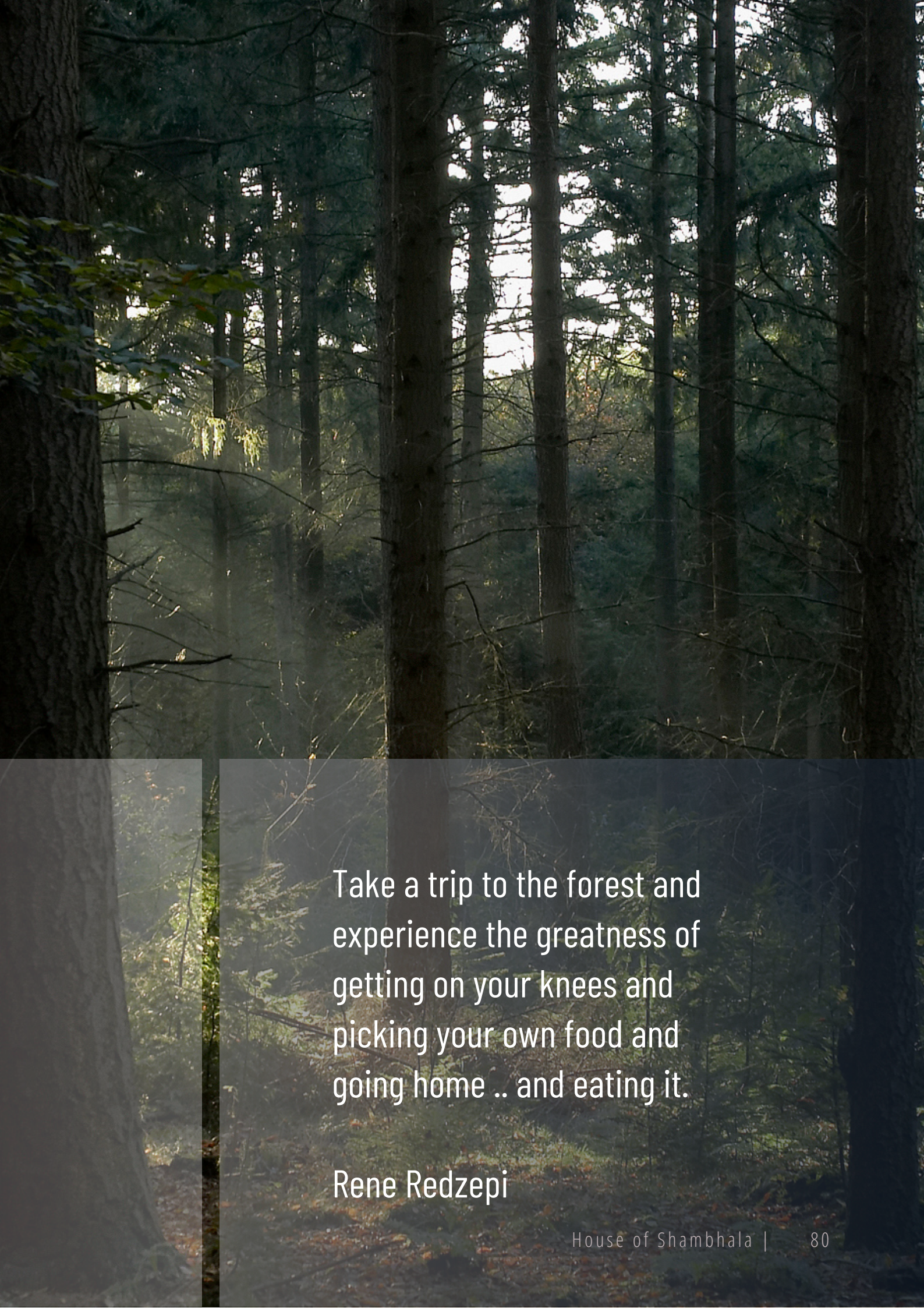
*Shambhala*

SACRED LUXURY

annexure  
I

# Forests of Shambhala





Take a trip to the forest and  
experience the greatness of  
getting on your knees and  
picking your own food and  
going home .. and eating it.

Rene Redzepi



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# Our higher purpose



Our brands are aligned with our karma -  
which is to:

- reverse the adverse effects of climate change
- neutralise the effects of pollution, environmental degradation and a broken food chain on human health and wellness
- revive and rejuvenate forests



Plans to protect air and water,  
wilderness and wildlife are  
in fact, plans to protect man.

Stewart Udall

---

## Our dharma is to...



- place purpose above revenue, health (be it planet, people or plants) above profit and sustainability above marketshare.
- buy forestry products at a fair price directly from those collecting them
- work with traditional processors like cold-pressed oil extractors for first-stage processing
- build a dedicated, captive and rapidly scalable manufacturing capacity by redeploying existing infrastructure

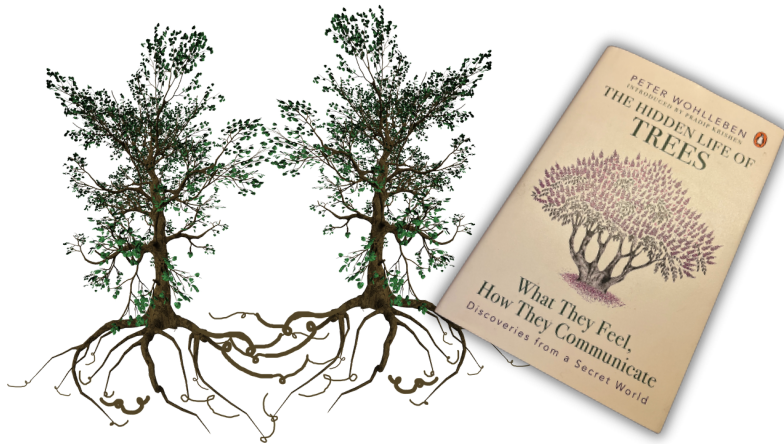


The wood wide web has completely transformed our understanding of how trees communicate with one another and regulate and influence the forest community.

Pradip Krishen

---

# Forestry paradigm is based on



the book by Peter Wohllesen

which builds on the  
belief that plants have  
a consciousness similar  
to animals

forests have a collective  
consciousness. It takes more than  
hundred years for them to evolve.



Permaculture for soil  
integrity and year  
round multicrops ...



“

I look at natural living as a paradigm in which all elements of the ecosystems, including human beings, live in harmony with nature.



NANAK CHAND

Farmer  
Nature lover  
Forest resident

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# Our forestry initiatives



are spread over 100,000 sq.kms  
over four hubs:

Himalayan hub

Forest hub

Tribal hub

Coastal hub

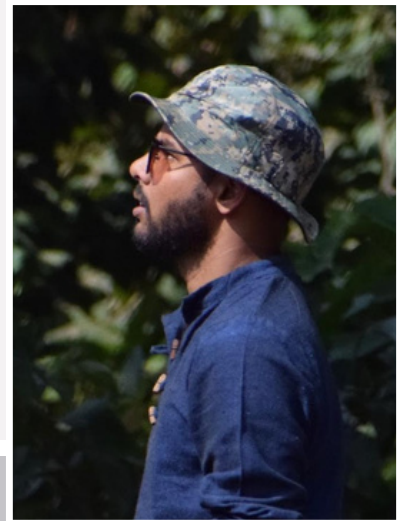
The Tribal hub connects to the three other hubs forming a continuum that encapsulates around 50% of the dense natural forests of India.





“

My job as an architect is to create sustainable yet practical habitats. We need to draw upon our rich heritage and tradition to derive the right designs, choose the right materials and evolve the correct paradigm.



GARBHIT NAIK

Forest Resident

Promising Architect &  
Designer Award 2023  
recipient

---

## Supported forest hubs are ...



monitored using satellite data from Indian and European satellites.

Partner non-profits supervise and orchestrate collection, pre processing and storage of forest produce.

These forest produce are then converted into food, health and personal care products for global distribution.



Our initial strategy is to convert medium-density forests to very dense forests, expand the footprint of very dense forests, and create new forests by linking clusters of very dense forests.

IIT Alumni Task Force  
Mass forestry initiative

---

# Total forest cover of India



as per satellite based estimates made in 2021 is around 22% of the total geographic land area of the country or around 700,000 sq km

Very dense forests account for an indicative 100,000 sq km

Medium density forests and other forests account for an indicative 300,000 sq km each



Restoring biodiversity  
and balance, and  
reintroducing native  
species to rewild...



“

For reviving forest health, enhancing biodiversity, increasing carbon sequestration and building a sustainable circular economy, we need to replace invasive toxic species of plants with native species.

SRINIVAS  
RACHAKONDA

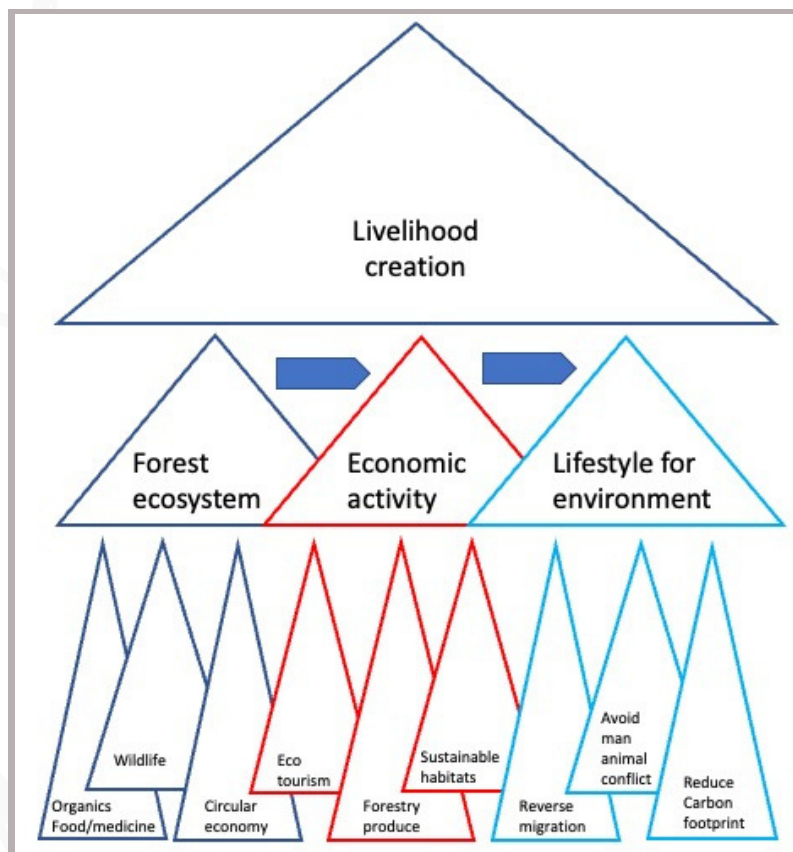
Forest Resident  
Change Maker of  
the Year 2023



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# Our climate change goals need

us to create a sustainable forestry ecosystem which creates livelihood for its inhabitants in addition to its higher purposes...

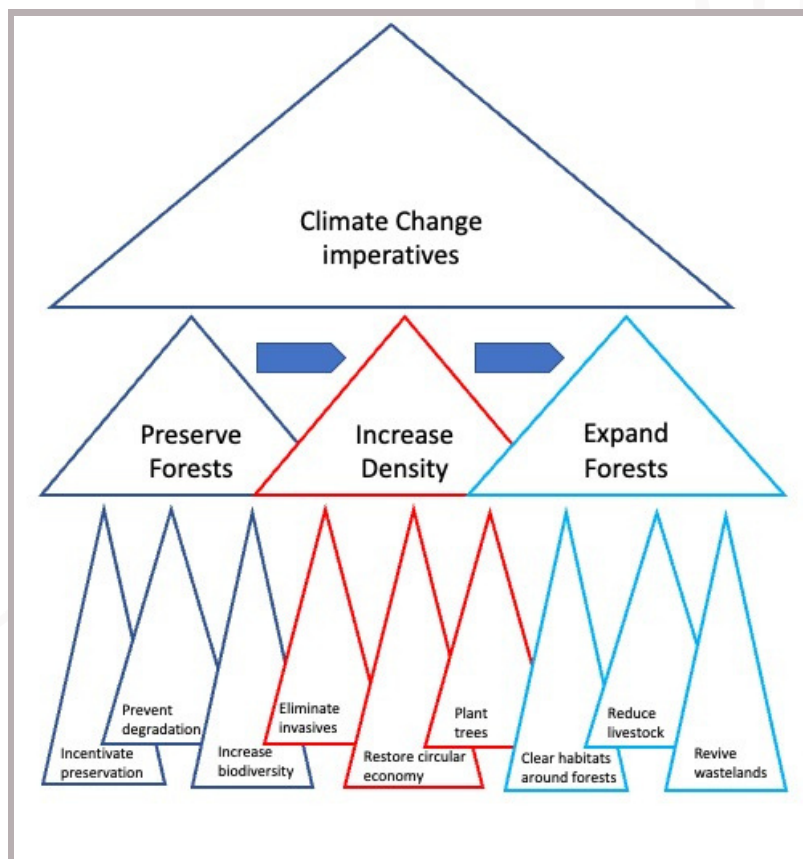


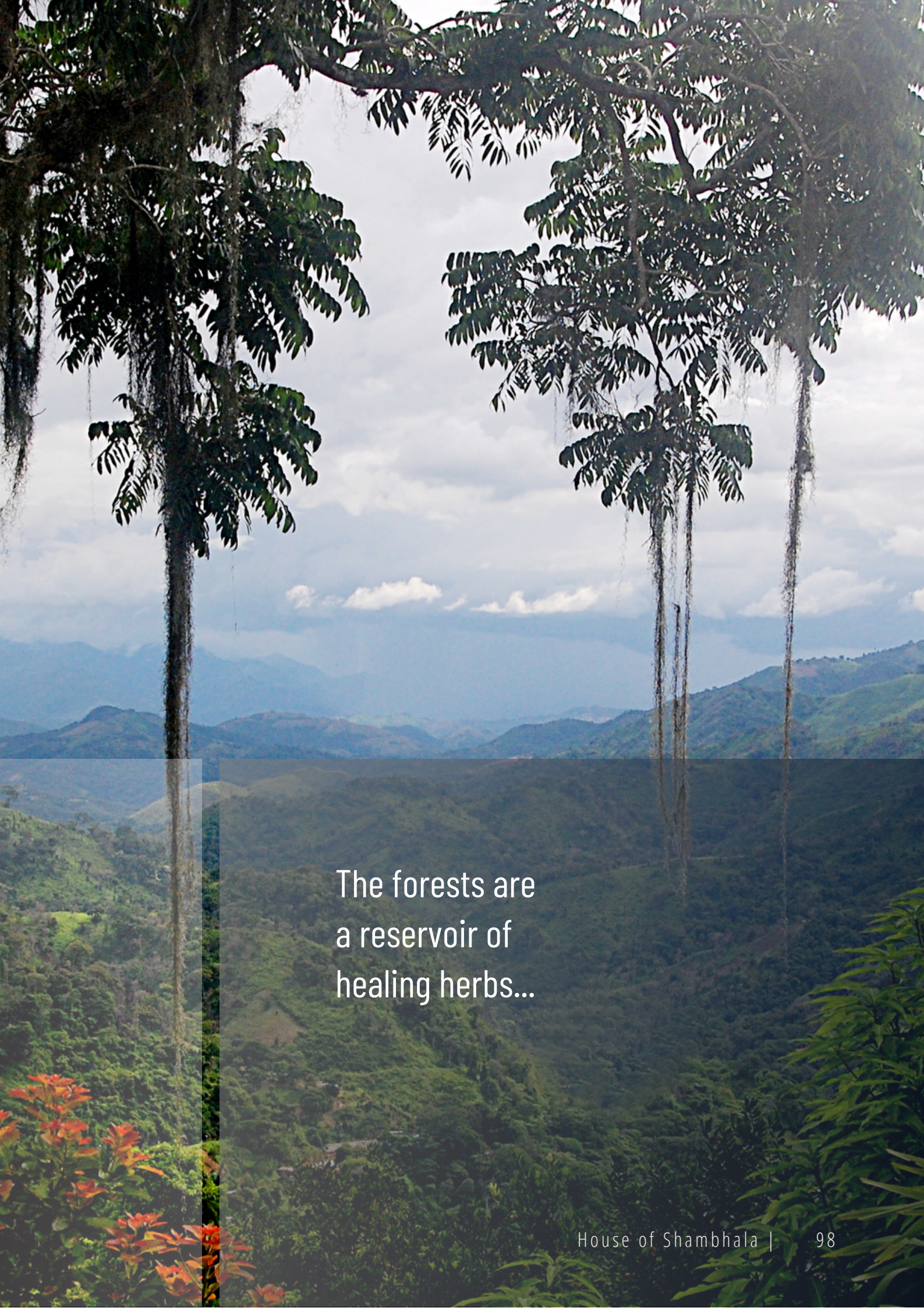


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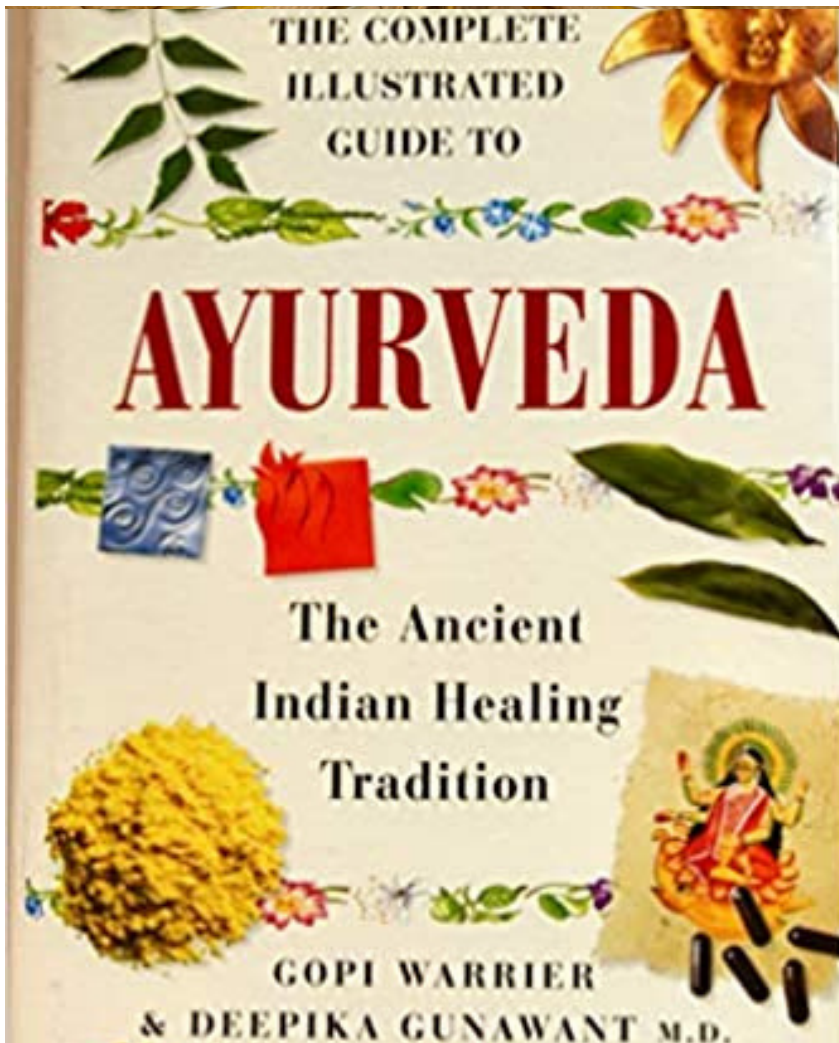
# On a long term basis

To prevent encroachment, poaching and tree felling, we need to create long term livelihood opportunities for caretakers and residents of the forests. This includes replacing invasive species with natives that produce fruits and other food for inhabitants of the forests





The forests are  
a reservoir of  
healing herbs...



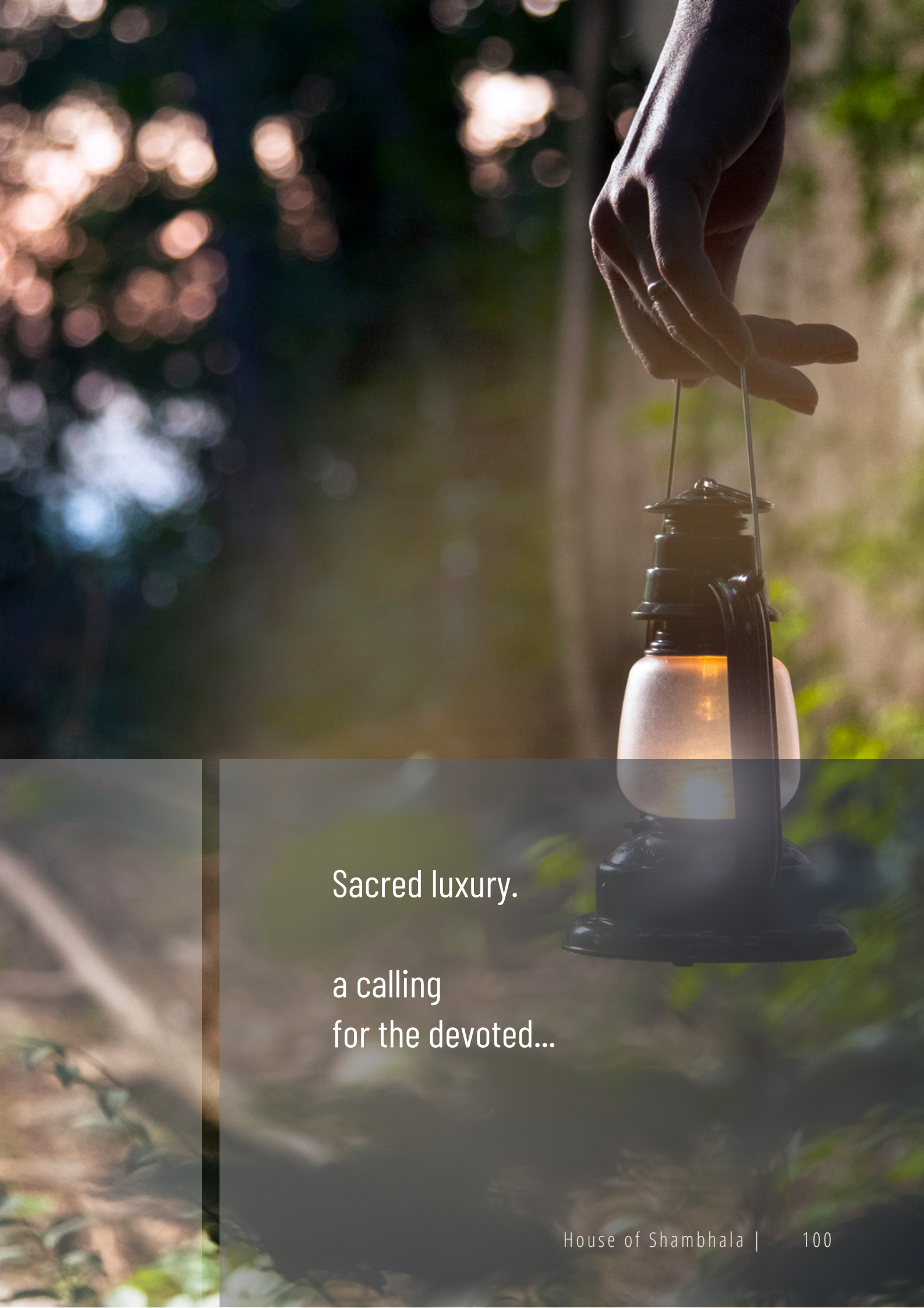
“

The forests are the reservoir of ayurvedic herbs. In the olden days, physicians would go to the nearby forests and identify requisite herbs from their shape and size - in the firm belief that nature provides a natural antidote to every illness.



DEEPIKA  
GUNAWANT

Ayurveda Physician



Sacred luxury.

a calling  
for the devoted...



“

Sacred luxury is the journey of finding and living in your sacred Space. It is a journey that requires devotion and dedication.



NALINI SARIN

Brand Custodian  
House of Shambhala



Sal forest  
Dehradun  
Uttarakhand, India



“

The Wildlife Institute of India campus near Dehradun was built in a dense sal forest. One by one, as the trees got isolated, they started dying, knowing that their neighbours were dead. At Tribal Ag, we are testing the hypothesis to see if the reverse is true.

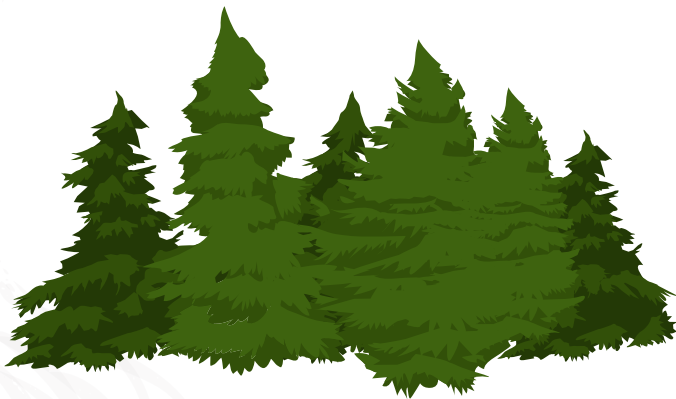


SATISH MEHTA

Governance  
Board Member  
Totalstart,  
Tribal Ag Ltd.

---

## Natural forests constitute...



a natural blue economy cycle,  
where the output of one is the input of  
the next, and so on. Thus maintaining  
adequate biodiversity is key.

Dense natural forests are almost always  
rich in biodiversity. Tiger reserves, for  
example, with carnivores and herbivores,  
thrive better than forests that are devoid  
of wildlife.



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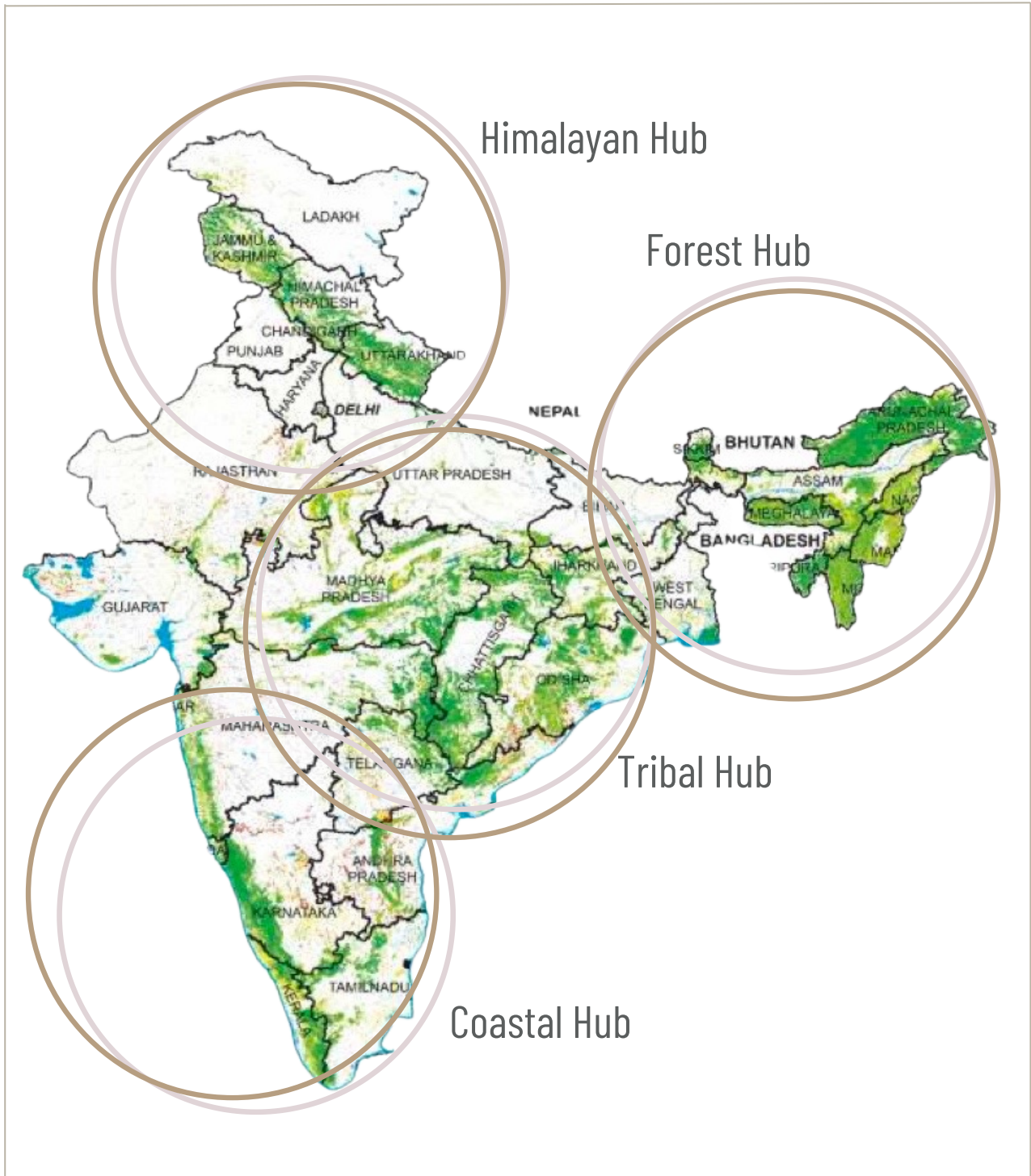
# Best way to predict is to invent



Shambhala will start pilots  
in each of its hubs in 2024.

Each pilot will be in a 10 sq km area  
(approx 2500 acres) adjacent to an  
āyushća estate/ smart village,  
across the four hubs.

# Chosen hubs cover 70% of the dense forests



---

## The tribal hub has the...



Largest absolute area under  
natural forests.

Some of these forests date back  
over 2,000 years.

The forests farthest away from the  
rail, road and air network seem to  
have fared better than those  
nearer to habitats.



“

As per Ramayana, Bandhavgarh was gifted by Lord Rama to his brother Lakshman after the battle of Lanka. Bandhav means brother and Garh means Fort. Bandhavgarh was a thriving forest even then - and is by far the oldest dense surviving natural forest in India.



SANJAY NAGI

Command & Control  
Director  
Life Fellow, IIT Alumni



Bandhavgarh forest, one of the oldest dense forests of India, known for its majestic inhabitants of tigers, finds its mention in the epic Ramayana.





“

The Tribal hub comprises of Chattisgarh, Madhya Pradesh and Jharkhand. The key to getting saplings right is to start by emulating soil and environment conditions in the nursery. And this is not easy.



NANAK CHAND

Tissue Culture Farm  
lonique Research

---

## The himalayan hub has seen the...



Highest degree of degeneration.

Large tourist flows and extreme winters seem to have contributed to the degradation.

Even though 60% of the Himalayas are uninhabited, tree felling and poaching are rampant.





“

The Himalayan hub comprises of Jammu & Kashmir, Himachal Pradesh and Uttarachal.

The nodal point for this hub is McLeodganj in HP and Durez in J&K

SUHAIL HASAN

Carpet Weaver  
MBA Farmer

---

# The forest hub



Has the highest forest to geographical area ratio in India.

The nodal point for this hub is Guwahati.

The low population density seems to have helped protect forests from poachers and over grazing by cattle.



“

The Forest hub comprises of Sikkim, Meghalaya, Manipur, Tripura, Arunachal Pradesh, Assam, Manipur, Mizoram. Some of the densest forests are in this region.

RAM BABU

Forest Forager  
Computer literate

---

# The coastal hub



Extending from Goa to Kerala along the western coastline has seen the maximum growth in eco tourism.

Outstanding success stories include the Govardhan Eco Village in Wada, Gujarat which is led by Swami Gaurang Prabhu, an alumnus of IIT Mumbai. One of their innovations involves giving local farmers seeds of native species that are suitable for organic farming.



“

The Coastal hub comprises of the forest areas along the coast from Gujarat to Kerala. Almost the entire Konkan coast has dense forests in a mountainous area. The trees show minimal damage because unlike a river basin, there is very little development on the ocean front.



GAURANG PRABHU

Godman  
IIT Alumnus

---

# Shambhala interventions



Identify a 10 sq. km. forest for rejuvenation, densification and expansion.

Create a well funded SPV as a financial vehicle to implement the intervention. SPV will control the forestry drive. Project to be funded by social impact bonds.

Appoint best in class teams and source appropriate technology for the mission.

Get regulatory approvals for ethical & responsible foraging in the forest. SPV to be a single point and sole entity in that mission area.

Create end-to-end supply chain to take the wild collected material to customers with provenance tracking.



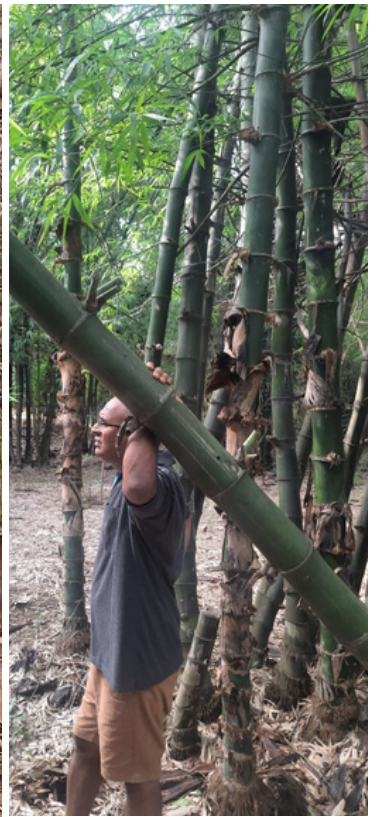
“

Sahyadri Ayurvedic Pharmaceuticals is a G.M.P. certified Ayurvedic medicine manufacturing unit, under Peermade Development Society. It manufactures 240 classical and 18 proprietary formulations and 70% of the raw material comes from the wild collection by the local tribal community. This arrangement helps maintain the quality and efficacy and also provides income to the the tribal communities. Sahyadri exports Ayurvedic medicines to several countries.




CHRISTINA WATSON

Volunteer -Peermade  
Development Society








If you go to a desert, you will  
hear this mysterious voice...  
'Be wise,  
protect your forests!'

Mehmet Murat Ildan



Shambhala,  
our learnings

ongoing since 1860



Tending a reciprocal relationship with the land teaches us the importance of community and how we can better show up for the earth, ourselves and those who came before us.

Julie Douglas



“

Ethically, responsibly and sustainably foraging edibles from the forests reconnects one with nature, while providing a variety of phyto-nutrients.



CHRISTINA  
WATSON

Wellness Facilitator

# Organisations we continue to learn from

Himalayan Hub  
Men Tsee Khang  
Norbulingka Institute

Forest Hub  
Madhukar Foundation  
Tribal Ag

Coastal Hub  
Peermade Development Society  
Govardhan Eco Village

Tribal Hub  
Kishangarh Jaipur  
Auroville

A tiger with orange and black stripes is walking towards the camera through a forest. The ground is covered with dry, brown leaves. A large, dark tree trunk is in the foreground on the right side, partially obscuring the tiger. The background is a soft-focus forest with green and yellow leaves.

# BHANDAVGARH NATIONAL PARK

Over the last 36 months, Shambhala Teams have travelled over 3600 kms from basecamp Bandhavgarh to study natural forests and role models across the nation – from Durez & Landour to Peermade & Auroville and from Wada & Ratnagiri to Meghalaya & Tripura.

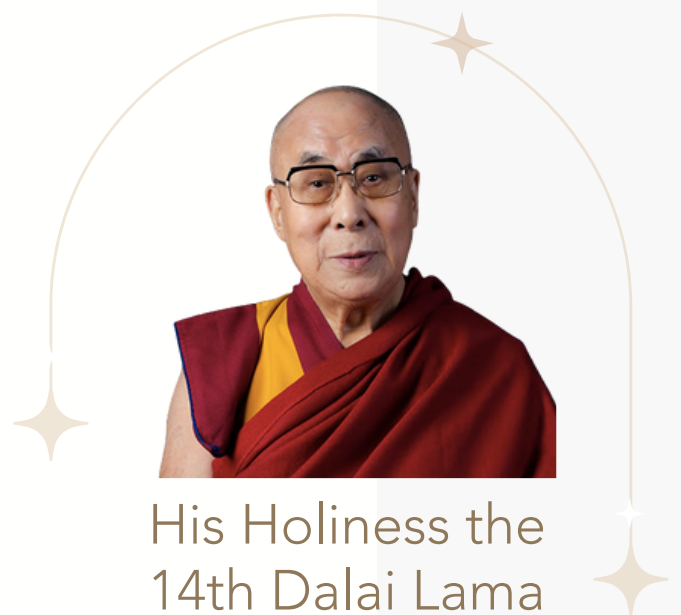


Men-Tsee-Khang (Tibetan: བོད་ཀྱི་སྐྱེན་རྩིས་ཁང་། Wylie: bod kyi sman rtsis khang), Institute of Tibetan Medicine and Astro Science, is a charitable institution based in McLeodganj.

In the aftermath of the Chinese occupation of Tibet, the 14th Dalai Lama came to India where he re-established the institution in 1961 with the following mission:

- To promote and practise Tibetan Medicine.
- To provide health care and social service to people regardless of caste, colour or creed.
- To provide health care based on service orientation.

men-tsee-khang



His Holiness the  
14th Dalai Lama



Norbulingka believes in the preservation and continuation of Tibetan art through self-sustaining means. Under the guidance of talented masters, we endow artists and craftspeople with ancestral knowledge, providing jobs to a community of over 300 Tibetans. Norbulingka invites visitors to come and explore their beautiful campus and witness firsthand the splendor of Tibetan art.

© Norbulingka Institute of Tibetan Culture, Dharamshala (India)  
Founded in 1995 it is named after Norbulingka, the traditional summer residence of the Dalai Lamas, in Lhasa, Tibet.



Nalini Sarin

"The Norbulingka Institute was built in the mid eighties. I saw it come up from scratch to the form it has now evolved into."

Tribal Ag works with global agencies to create a framework for mass tree planting. Studies show that the income of marginal farmers can be enhanced by planting fruit and other trees. It has several related benefits, from improving the organic content of the soil, preventing formation of rocky aggregates to retaining water.

Tribal Ag now links over a 100,000 tribal farmers in the eastern and north eastern states. Over two million trees are being planted in the current year. We seem to be on track to get to ten million trees pa within five years.

tribal ag



Satish Mehta

Governance Board  
Totalstart, Tribal Ag  
Micro entrepreneurship



# peermade development society

Peermade Development Society (PDS) is a national level organisation engaged in the sustainable development of tribal & indigenous communities, marginal and small farmers, women and children in India. Its mission is to empower rural communities, especially the tribals, women and marginal farmers, towards sustainable development by conserving and enhancing local resources.

A sophisticated Tissue Culture lab is set up in the Amaljyothi Engineering College, Koovapally for mass propagation of plants using bio-technical tools. Quality plantlets are multiplied by tissue culture. The matured plantlets are shifted to hardening units and supplied to the farmers.



Rev Dr. H Mathew

"PDS was established in the year 1980 by Bishop Emeritus of Kanjirapally diocese Mar Mathew Arackal. I had the honour of being part of PDS for over twenty years."

"I was absolutely impressed with the development of the Govardhan Eco village and the commitment of all the volunteers who have made it happen.

The economic models developed at the village - are not only transformational at the agritech level, but they are also highly viable and sustainable.

The eco tourism model is absolutely brilliant with a target capacity of 20,000 visitors per day. The wellness establishment within the village has great potential."

govardhan eco village

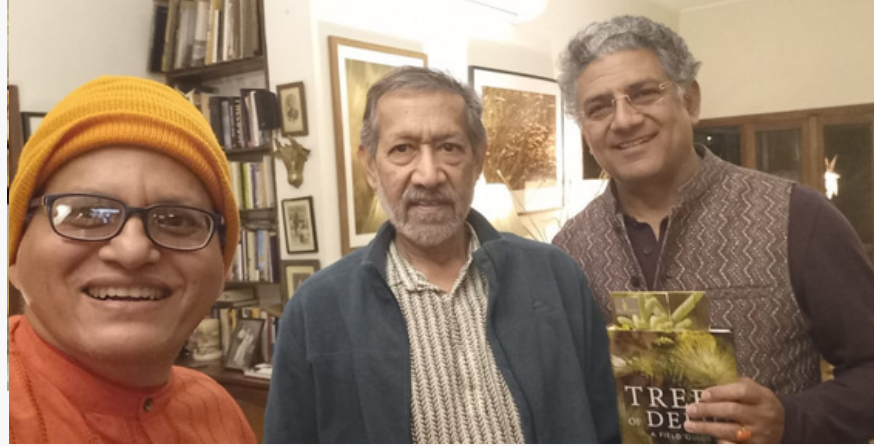


Praveen Kumar

Rural Transformation  
Founding member iFort  
IIT Alumni Foundation



# kishan bagh



Pradip Krishen

In 2016 I started the restoration of 150 acres of barren land at the base of Nahargarh Hills, Jaipur into a public park. The park opened to the public in 2022.

Auroville, sometimes referred to as 'The City of Dawn' was conceived for 50,000 inhabitants from around the world. At the centre stands the Matrimandir, the 'soul of the city', a place for individual silent concentration.

Radiating out beyond the lake are four Zones - the Industrial (north), Cultural (north east), Residential (south/south west) and International (west) - each focusing on an important aspect of the town's life. Surrounding the township is a Green Belt consisting of forested areas, farms and sanctuaries.

auroville world city



Mrinalini Gupta

Branding Advisor  
Board Member - Ashmolean Fund


Madhukar Foundation has over 20 years of experience in Procurement, Social and Development Sector including rural livelihood, market access, capacity building, rural energy, horticulture, tourism, enterprise creation, health (traditional medicine-AYUSH).

Madhukar Foundation has developed core technologies and working pilots in a wide range of forestry and rural domains, from tissue and aquaculture to fish farming and piggery. These pilots have been commercialised at various locations in the Forest Hub and provide the foundation for value added businesses for forestry products and forest inhabitants.



Late Ashok Madhukar

"Madhukar Foundation has built a rugged platform for development advisory to governments and cooperatives in the area of forest and rural development."



The act of visiting a Spa is an act of self-devotion, of giving back to self and learning from self. It can be an indulgence, a reward or a ritual of self-preservation. At face value, it is a respite, a relaxation break, or a feel-good gift to oneself. On a deeper level, it is the modern-day equivalent of the ancient vision quest, a journey of self-discovery and personal realisation.

INTERNATIONAL SPA ASSOCIATION



annexure  
2

# Spas of Shambhala



The House Of

Shambhala

SACRED LUXURY

serene . secular . selective

**HEALING JOURNEYS FOR  
HOTELS & ESTATES**

*Wellness integration in  
hospitality is no longer  
an option, but a  
necessity.*

## Wellness is a modern word with ancient roots



a preamble to wellness

As a modern concept, wellness has gained currency since the 1950s when the writings and leadership of an informal network of physicians and thinkers in the United States largely shaped how we conceptualise and talk about wellness today.

**The origins of wellness, however, are far older—even ancient.**



. Sushruta Samhita.

Ayurveda text 600 BCE

## wellbeing [swastha]

|| Samadoshahsamaagnishchasamadhathumalakriyah  
Prasannaathmendriyamanaahswasthaithyabhidhiyathe ||

is a state of equilibrium [sama]  
of the bio-energies [doshas]  
tissues/organs [dhatu]  
metabolism [agni]  
metabolites [malakriyas]  
and a state of  
contentment and radiance [prasanna]  
of the soul [atma] senses [indriyas]  
and heart/emotions [mana]

## Key Moments that kindled the modern wellness movement and the pioneers...

1950s: J.I. Rodale, one the first advocates for organic farming in the U.S., launches Prevention magazine, a pioneering publication in promoting alternative/preventative health.

1950s-1960s: Physician Halbert L. Dunn presents his idea of "high-level wellness" in 29 lectures, and then publishes these ideas in his influential book by the same title.

1970s: Dr. John Travis, influenced by Dunn, opens the world's first wellness center in California, and publishes a 12-dimension wellness assessment tool, The Wellness Inventory (1975) and The Wellness Workbook (1977) – the latter both in use today.

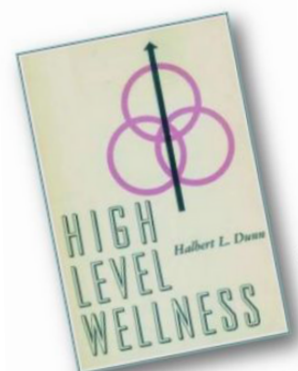
Don Ardell publishes High-Level Wellness: An Alternative to Doctors, Drugs and Disease (1977), referencing Dunn's work).

The University of Wisconsin-Stevens Point (UWSP), drawing on Travis' materials, establishes the first university campus wellness center, with campus wellness centers spreading in the U.S. in the 80s.

In '77-'78, Dr. Bill Hettler of USWP organises the National Wellness Institute and first National Wellness Conference.

1980s-2000s: Workplace wellness programs, the fitness and Spa industries, and celebrity wellness and self-help experts take off – bringing wellness into the mainstream.

## key moments of modern wellness movement





The post covid world is in unprecedented need of gentle yet effective interventions to recover and rebuild its health and sense of well-being.

Preventive health has taken precedence as never before. There is a paradigm shift from reactive care to proactive care for oneself and one's family.

Given an option, this demographic would rather go to a medical Spa, wellness retreat or their favourite hotel Spa to reclaim their health and fitness than to any hospital, unless they need critical medical care.

“

The 'Health & Wellness' sector could well be the answer to post-covid redevelopment needs in hospitality.

And looks set to be one of the new vectors of growth and profits for hospitality destinations.

École hôtelière de  
Lausanne Advisory  
&  
HWS Health and  
Wellness Solutions





Hospitality has been at crossroads for a while, and its fraternity has come to recognise unequivocally its need to pivot, to stay relevant to the new normal.

A fresh perspective, strategy and offsetting the status quo are needed to recalibrate hospitality for the near and far future.

Making health and wellness promotion integral to its operations and offerings is the clear emerging path for hospitality to adapt, lead, and thrive in the new digital society.

the opportunity now

Needless to say,  
wellness-integrated hotels  
will enjoy repeating and  
non-seasonal visits,  
longer stays, higher ARR  
& higher brand salience.

Wellness seekers, statistically, are more  
affluent, spend more on enhancing well-  
being and choose to reside in a discerning  
and like-minded community.  
The Shambhala Estate module is designed  
for residential estates & resorts.



New capabilities, qualified domain expertise/resources, suitable systems and protocols are required to become an efficiently operated wellness hotel.

And, most of all, the technical know-how to make it happen - to conceptualise, develop, implement, operate, audit and maintain such a place of tangible healing.


**Shambhala can help recalibrate your hotel/estate with health and wellness optimisation.**

Wellness is not an end state, but a dynamic way of taking proactive care and making informed choices for our health and well-being, which puts us in the driver's seat. Thus, it differs from the treatment paradigm, where one depends on others and healthcare.

Health optimisation, viewed through the lens of wellness, presents two distinct aspects.

It goes beyond treatments and cures alone.

health-wellness  
paradigm

A person wearing a vibrant red dress is standing on a light-colored, textured rock formation. The background is a vast expanse of clear, bright blue water. The person's legs and feet are visible, and the red fabric of the dress is flowing. The overall scene is serene and natural.

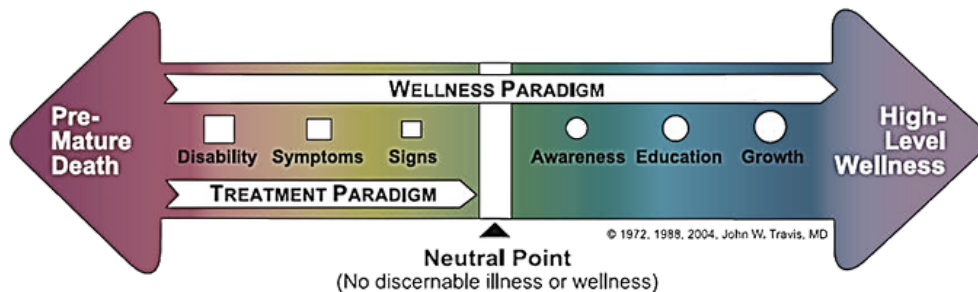
## Wellness is not a set of products or services or even treatments

It is rather our attitude to the gift of life and taking responsibility for our health to live it purposefully and well.

Wellness is a dynamic process of pursuing well-informed choices and lifestyles that enhance our holistic health and well-being. It is to function optimally in our own contexts.

Not selfishly, but honouring our interconnectedness with other beings, nature, and earth, our home. It is a way of conscious living.

## Illness - Wellness continuum



This illustrates the relationship between the 'Symptoms -treatment systems and the wellness paradigm, which is self-driven. Moving toward high-level wellness will involve three steps: **Awareness, Education and Growth.**

The "well" being is not necessarily the strong, the brave, the successful, the young, the whole, or even the illness-free being. A person can be living a process of wellness and yet be physically handicapped, aged, scared in the face of challenge, in pain, imperfect. No matter what your current state of health is, you can begin to appreciate yourself as a growing, changing person and allow yourself to move toward a happier life and positive health.



Dr John W Travis MD MPH  
one of the founding fathers  
of the modern wellness  
movement. Author of  
'Wellness Inventory' whole  
person wellness assessment  
program



## Health is multidimensional

It includes physical,  
mental, spiritual, social and  
environmental dimensions.

From the vantage point of authentic wellness, we can identify the crucial differentiator for wellness positioning:

- clinical-level therapeutics
- learning opportunities to adopt healthy habits and practices to improve and sustain multidimensional health
- authentic experiences that connect to local community and culture responsibly

Creating awareness through curated experiences and opportunities for practical learning of healthy habits, nutrition, and lifestyle choices relevant to our personal contexts are essential parts of wellness facilitation.



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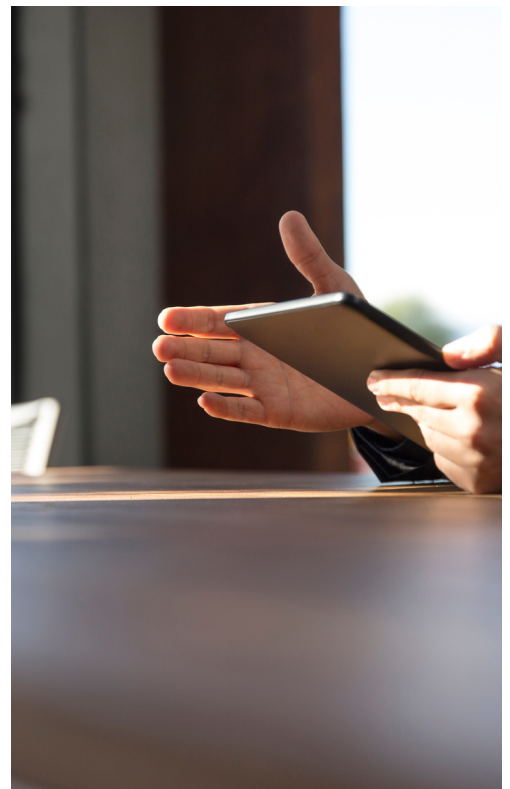
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Creating awareness through curated experiences and opportunities for practical learning of healthy habits, nutrition, and lifestyle choices relevant to our personal contexts are essential parts of wellness facilitation.

“

To adjust to post-covid life, it is of the utmost importance for hotels to position themselves on the segment of 'Health & Wellness Optimisation' with 'a credible program' as part of a new dedicated strategy.

École hôtelière de Lausanne  
Advisory  
&  
HWS Health and Wellness  
Solutions



need for higher  
therapeutic quotient

The new league of post-pandemic health seekers will no longer choose well-washing hotels that provide only superficial treatments.

The benefits of experiential travel on our health and well-being, is expected to spur demand for hotels providing substantial medical-grade treatments, healthy cuisine, and a well-rounded and authentic experiential offering that meets the social and spiritual quest.



To appeal to this demographic the brand/hotel has to provide science-backed therapies and CAM treatments with tangible benefits and measurable results.

It must have reliable resources and expertise that impart well-researched knowledge, ancient wisdom and evidence-based or time-tested tools for healthy living.

It must offer healthy options throughout the stay. Authentic experiences curated around learning about local cuisine, art, culture and heritage must be provided too.



This underscores the need for the hotels to be fully integrated with a 'wellness/healing operating system' and for the entire unit well-versed in its SOPs, across the hotel functions.

From the room's layout, elements, amenities and comfort, quality of the stay, customised nutrition, wholesome organic cuisine, delightful dining experience, outdoor and nature immersion, data security and confidentiality to genuine yet discreet hospitality, care and beyond are integral to this.

- A qualified and seasoned practitioner in good health and a positive disposition
- A pure and potent product- either an active or the medium - to administer the chosen treatment and tools.
- A functional, comfortable, elegantly appointed treatment space conducive to the treatment that enhances the healing experience.
- A thoughtfully curated protocol, with room for customisation, that makes the end-to-end experience therapeutic and seamless

Consistency in the quality and efficiency of service, pre and post-session care, home care advice, uncompromising levels of hygiene, upholding the code of ethics and conducting the session in a dignified and reassuring way are mandatory.



## need for quality therapists

The calibre of the practitioners/ therapists, their qualifications, experience, technical knowledge, skills, emotional intelligence and mindful presence are critical. To administer effective treatments consistently and progressively for cumulative therapeutic benefits.

However, it is increasingly becoming rare to find both qualified therapists and employers and stakeholders who are addressing this systemic issue.

Even the mandatory requirements for a therapist (a few listed below) to attempt a simple massage therapy, are glaringly lacking:

- working knowledge and a practical understanding of anatomy, anatomical movements, basic physiology, age and lifestyle-related propensities to health concerns, and identifying when not to do any treatment
- product/ ingredient knowledge to check for allergies and to take precaution
- ability to consult briefly to customise and avoid contraindicated interventions and products
- adherence to code of ethics, to ensure privacy and confidentiality of the guests' health, sensitive and any other personal information
- differentiation in basic soft tissue manipulation movements
- ensuring not to hyper-extend/flex joints



need for pure &  
potent products

Substances ingested through topical/skin application and inhalation can either be toxic or health-promoting.

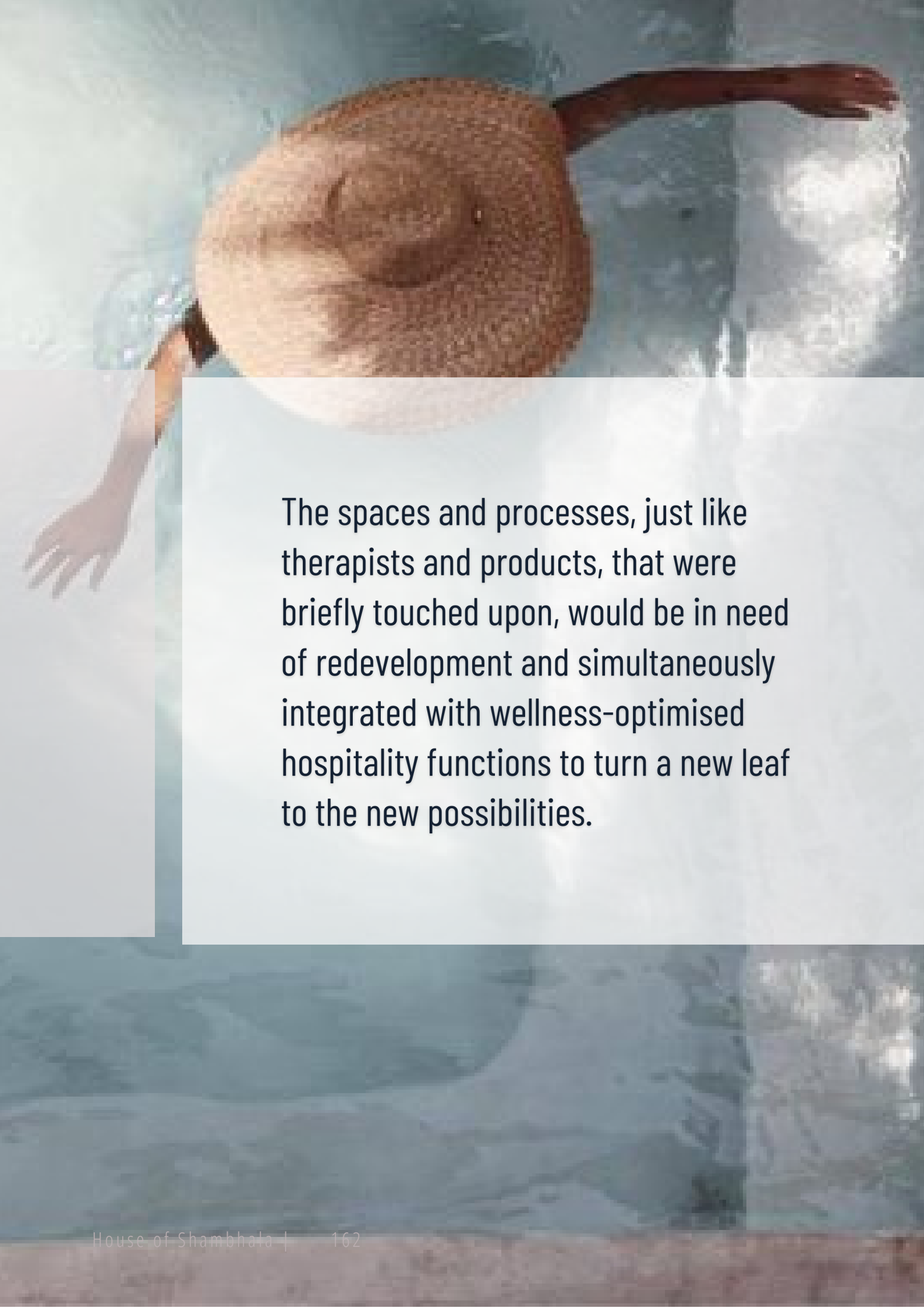
All our sensory inputs have a bearing on our well-being. A transformative healing journey depends on all the sensory inputs, masterfully orchestrated.

Sounds, smells, sights, tastes and touch can amplify or deepen the therapeutic quotient.

However, more often, well-washed products and questionable ingredients are being used widely. Even the mandatory requirement for spa/wellness clinics to reveal 100% ingredients to guests and check for known allergies or sensitivity is blatantly ignored.

Though our bodies can handle a little of these substances and keep us from harm; in our day and time, the toxic overload from multiple sources is already too much to slather ourselves with some more toxic substances or even rub that in over an hour long massage.

- spurious substances are being added to skincare products and its rare to find 100% quantitative ingredients list in Spa products
- chemicals reach bloodstream or lymphatic system through transdermal absorption; taking intracellular or intercellular pathway [directly into the cell or around it], or transappendageal pathway [via hair follicles/sweat ducts]
- phthalates/fragrances are known endocrine disruptors and can reach blood through respiration
- unsafe or ineffective raw materials are used to cut costs at the expense of safety and efficacy



The spaces and processes, just like therapists and products, that were briefly touched upon, would be in need of redevelopment and simultaneously integrated with wellness-optimised hospitality functions to turn a new leaf to the new possibilities.

“

Wellness will blossom in the hotel industry. One can go as far as to imagine that clients will go to the Spa for wellness just as they go to the restaurants for food.

Wellness will be as indispensable as F&B, in the ratings of hotels.

Louis de Vilmorin  
Consultant at EHL Advisory Services  
& MD at HWS Health & Wellness  
Solutions



The House Of

*Shambhala*

S A C R E D L U X U R Y

serene . secular . selective

**BRINGING HEALING  
BACK TO SPAS**

A person wearing a white robe is standing on a light-colored tiled floor. The background shows a blurred view of mountains under a bright sky. A dark blue rectangular box is overlaid on the image, containing text.

## Spa = Place of Healing

Spas have been historically understood and defined as places of healing for the body, mind and spirit and for healthy social connections.

## touch of healing

By touching a body, we touch every event it has experienced. For a few brief moments, we hold all of a client's stories in our hands. We witness someone's experience of their own flesh, through some of the most powerful means possible: the contact of our hands, the acceptance of the body without judgment, and the occasional listening ear. With these gestures we reach across the isolation of the human experience and hold another person's legend. In massage therapy, we show up and ask, in so many ways, what it is like to be another human being. In doing so, we build a bridge that may heal us both.

TRACY WALTON

| *Massage Therapy Journal*, Winter 1999

Researcher, writer, award-winning educator in massage and oncology massage therapy



health & lifestyle consultation



pulse diagnosis



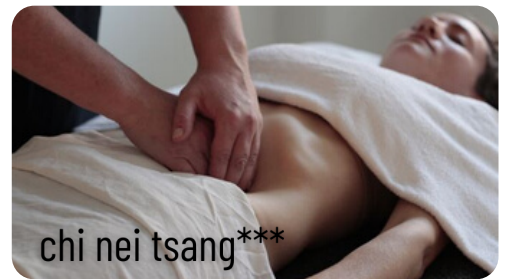
medicinal herbal baths



katte vashthy . ayurvedic treatment



cupping . TCM\* treatment



chi nei tsang\*\*\*



dhugs, tsova rigpa\*\* treatment



traditional thai massage



massage during pregnancy



body rolling



custom remedial therapy



physiotherapy

\*Traditional Chinese Medicine  
\*\*Traditional Tibetan Medicine  
\*\*\*Deep internal organs massage



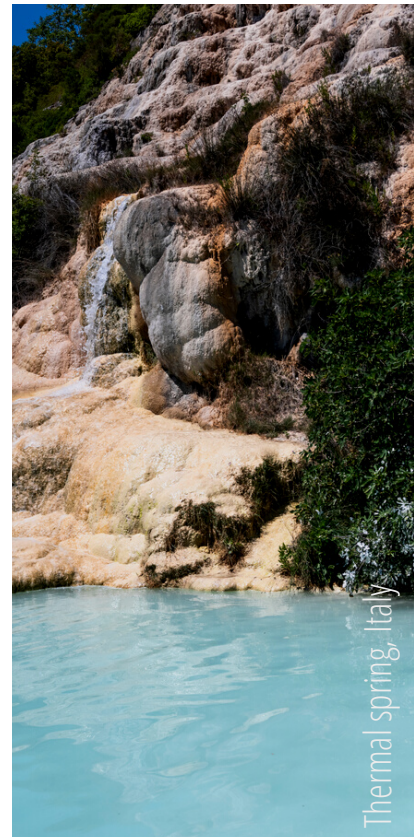
## Global Wellness Institute

defines Spas as establishments that promote wellness through the provision of therapeutic and other professional services aimed at renewing the body, mind and spirit.

## International Spa Association

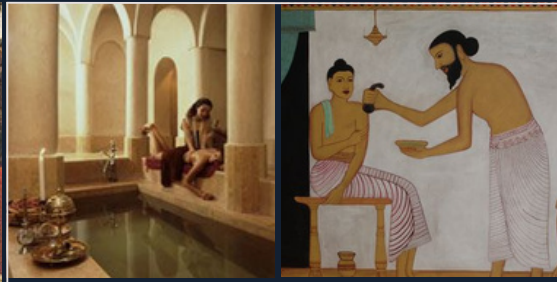
describes Spas as places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.

Spa is thought of as an acronym of *salus per aqua*, which means 'healing through water' or 'taking to cure'. Some also argue it takes after Spa, the ancient city of Belgium that has been known for its curative springs and bathing culture from the medieval times. Either way, Spa has had a very long unbroken history relating to healing.



Thermal spring, Italy

Spa town Baden, 2000-year history



Roman baths



ancient roots...

Not only in Europe that rituals associated with Spa-going were developed. There were also Japanese ryokan to Turkish hammams and Finnish saunas/steams. Ayurveda from India and other ancient healing systems too expounded herbals steams and bathing in decoctions for cure, prevention and rejuvenation.

Spas these days are a dime a dozen in India, but rare are those Spas that have remained true their name, 'Spa' and grown stronger as authentic places of healing. On the contrary, every Spa establishment has been rechristening itself as a Wellness centre.

Shambhala intends to change the status quo. Revitalise and reinstate Spas to their rightful league - as places of healing.



my hand is god himself  
my hand is boundlessly blissful  
my hand holds all the healing secrets  
my hand makes one whole with its  
gentle touch

*ayam me hasto bhagavā  
nayam me bhagavattarah  
ayam me viśvabhesa  
joyam śivābhimarśanaḥ*

R I G V E D A  
10 . 61 . 12



The House Of

*Shambhala*

S A C R E D L U X U R Y

Shambhala experiences are  
curated at the confluence of the  
nourishing forests and, the healing  
Spas and cuisine.

House of Shambhala works with luxury estates and hotels aligned with our philosophy of sacred luxury -healing through therapeutic interventions, pure and potent topical formulations, soul journey experiences, nourishing organic cuisine, and, people, beings and planet honouring operations..

## shambhala healing modules

Shambhala proposes two models for wellness calibration of existing properties:

- Shambhala Healing Spa module for hotels
- Shambhala Holistic Wellbeing module for estates & resorts



The House Of

*Shambhala*

SACRED LUXURY

serene. secular . selective

**SHAMBHALA**  
**HEALING SPA ESTATES**

The House Of

*Shambhala*

SACRED LUXURY

serene. secular . selective

**SHAMBHALA**  
**HEALING SPA HOTELS**

The House of Shambhala works with global specialists to enable large scale interventions in existing luxury hotels and estates.

Power of 3 x3 interventions  
Continuous and ongoing upgrades based on authenticity and tradition yet aided by digital paradigms.

### RESULTING IN

- Higher revenue
- Repeat and non seasonal visits, longer stays
- Effective offering & wellness positioning

### IN ADDITION TO

- Enhancing the brand/property reputation and visibility
- Increasing therapeutic quotient and efficacy
- Improving team development, their pride and retention

#### assessment & upgrade

- journeys
- quality control
- benchmarking results

\*CAM Complementary & Alternative Medicine

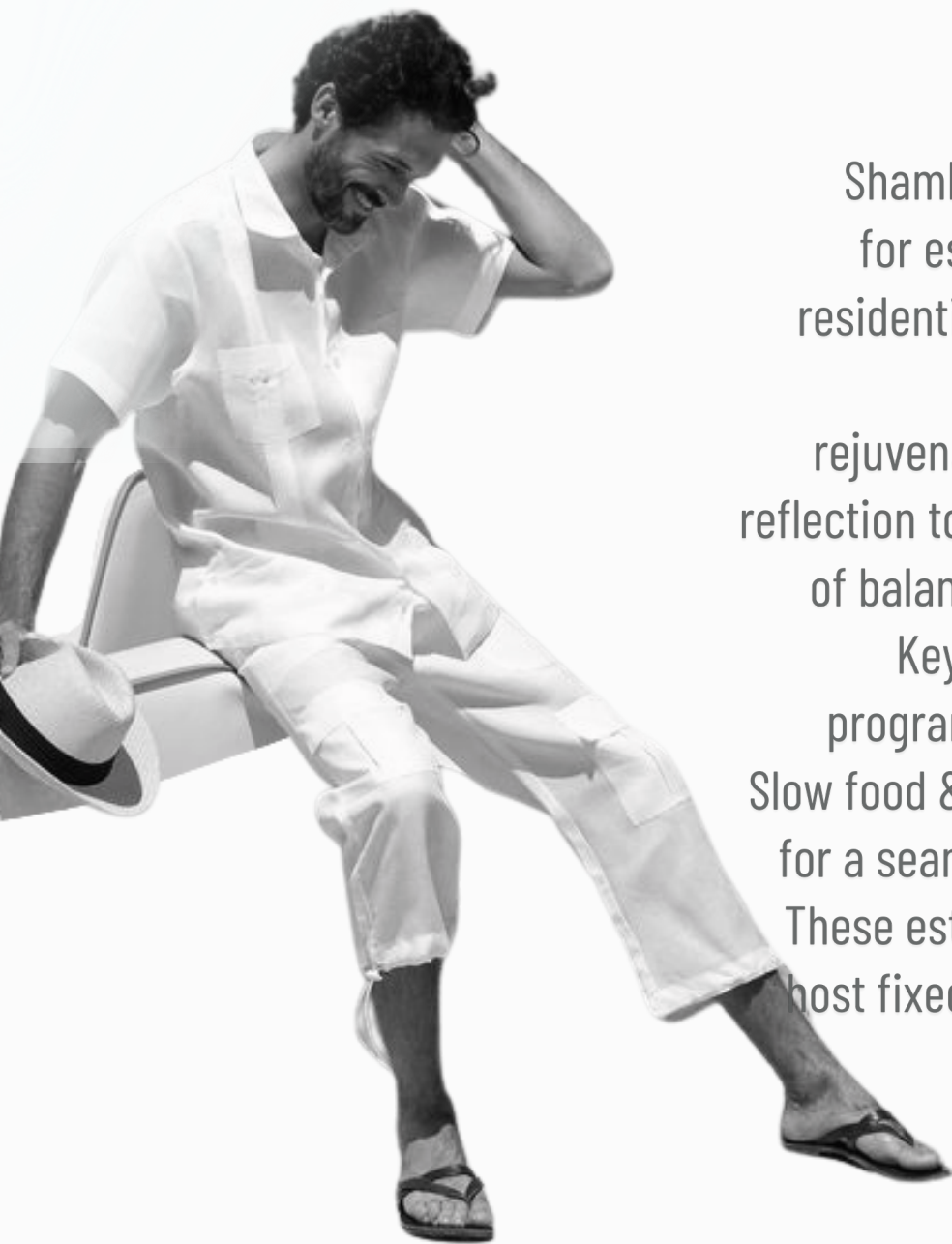
#### continuous & ongoing

- audit, assessment.
- CAM\* products, protocols & visiting practitioners
- learning, levelling & levitation in skills

#### digital

- processes in-house
- marketing & guest capture
- tracking & community building





Shambhala experiences for estates (hospitality/residential) are curated for immersive holistic rejuvenation and personal reflection to reinstate a sense of balance and well-being. Key nine-dimensional program\* also embraces Slow food & travel philosophy for a seamless soul journey. These estates can aspire to host fixed duration retreats

healing spa estates

|                        |                             |                    |
|------------------------|-----------------------------|--------------------|
| *<br>in room wellbeing | therapeutics consultations  | cuisine dining     |
| mindfulness practices  | movement fitness            | learning classes   |
| outdoors nature        | local culture art. heritage | service or just be |



Shambhala experiences in Healing Spa hotels are steeped in warm hospitality, therapeutic care and nourishing cuisine in elegant and serene settings. Shambhala extracts and edibles are integral part of the Soul journeys, ensuring purity and effectiveness

healing spa hotels

### shambhala signatures

Signature treatments high on therapeutic quotient developed based on classical treatments by CAM masters.

### soul journeys

Immersive experiences. Rest, reflection & restoration through a series of treatments with adequate breaks in between to absorb the benefits.

### CAM interventions

CAM treatments by visiting master practitioners and health/lifestyle consultations with physicians.

## Cornerstones of Shambhala's healing paradigm



Place & infrastructure | People & practitioners  
Products & protocols | Processes & standards

The House Of

*Shambhala*

SACRED LUXURY

serene. secular . selective

**WELLNESS  
OPERATING SYSTEM**

Shambhala's Healing Spa's  
concept, programme  
and operating system are  
developed and fostered by  
WellnessLifestyle llc. USA.

Its founder and its global panel of experts  
have several decades of experience in  
multiple disciplines of holistic health,  
complementary and alternative medicine,  
hospitality and, holistic spas and luxury  
integrated holistic health retreat project  
development/operations.

It has been a riveting journey in proactive, holistic health and wellness, not just as a career but also as a quest and finding meaning. Along the way, many friendships have been forged, learnings intensified, horizons expanded, insights gained, and intuition honed, through a quarter of a century of exploration.

The interactions through these years organically catalysed a collaborative ecosystem of health practitioners, hospitality professionals and establishments aligned with the purpose of WellnessLifestyle. From this unique vantage of collective expertise and strength, we select, curate and facilitate a spectrum of services and programs to products and resources that are just right for our clients - businesses, individuals and communities.

Forward-thinking and discerning founders, owners and operators of premium integrative healthcare, wellness, and hospitality who wish to carve a niche for themselves would greatly appreciate what we bring to the equation: proactive therapeutic care in premium hospitality backdrop for positive health and active longevity - synthesised from ancient health traditions to cutting-edge technology. Progressive, sustainable and measurable - with clear outcomes and results besides myriads of subjective benefits.

The world has changed.  
So have, and will, the  
consumer drivers and choices.  
This era belongs to the rapidly  
emerging convergence of  
technology-driven healthcare,  
hospitality and proactive  
wellness lifestyle. Informed  
and benefitting from the  
advances in epigenetics  
and diagnostics  
grounded in ancient wisdom  
and spirituality,  
fostered by social intimacy  
and sustained by ecological  
regeneration.

If you wish to lead this change,  
you will find an ally, coach and  
support ecosystem in  
WellnessLifestyle.



Christina Watson  
FOUNDER

WELLNESS  
*Lifestyle*

# Don Ardell

WellnessLifestyle Advisors  
Panel



One of the founding fathers of modern wellness movement (along with Halbert Dunn, John Travis and Bill Hittler)

Creator of REAL wellness philosophy, prolific author, speaker

George Washington university (sociology), University of North Carolina-Chapel Hill (urban planning), Stanford university (business) and Union institute & university, Cincinnati (doctorate in health and public policy)

"For me, R.E.A.L. wellness - which stands for reason, exuberance, athleticism and liberty - are what's most vitally needed in our world today, and the dimensions too often ignored in most wellness models. But core ideas I argued for in "High Level Wellness" remain: 'Modern medicine is a wonderful thing, but there are two problems: people expect too much of it, and too little of themselves.'"

Don's book 'High Level Wellness: An Alternative to Doctors, Drugs, and Disease' proved to be a watershed event in the wellness movement.

An All-American triathlete and duathlete and has won over a dozen national titles and seven world championships, including in London, Edmonton, Budapest, the Gold Coast of Australia, Montreal and Tasmania.

# Terry Liew

WellnessLifestyle Specialists  
Panel



Specialist in Anma  
Master practitioner of CAM\*  
Founder of Shiatsu School,  
Singapore, Multi- dimensional Spa  
expert, Financial Analyst

Terry had suffered for long from a back injury and it was Shiatsu that finally healed him. Leaving his thriving career as a financial analyst, he began to learn and practise Anma, the ancient form of Shiatsu, from more than ten traditional masters, including Shogo Mochizuki San. For over three decades, he's been teaching and practising Anma and has developed his own technique.

Sterry Liew is a seasoned spa expert in the premium luxury space and is sought after globally for:

- Spa pre-opening
- Spa brand building
- Spa signatures creation
- Healing menu engineering
- Technical training for medical spas
- Tech assessment & QC
- Human skills for healing teams
- Finance management for successful operations

Terry is a master practitioner of Complementary and Alternative Medicine modalities such as..

- Trigger point
- Myofascial release
- Thai massage therapy
- Stretch modality
- Ayurvedic treatments
- Manual lymphatic drainage
- Neuro-muscular therapy
- Advanced myo-skeletal works
- Japanese facials, and with gems
- Japanese body work, and with gems



Some of the Brands and Resorts/Retreats that have benefited from Terry's expertise in pre-opening and training are...

Four Seasons  
Elements Spa  
Altira Spa  
The Spa at Crown  
Liao Spa  
Shinta Mani  
The Bale  
Orient Retreat  
Layana Spa  
Blue Canyon Golf  
Resort  
Cheraim Spa Village  
Pranali Spa  
Sareerarom Spa  
Baan Saen Doi  
Palm Spa Resort

Terry developed and launched Hair Spas for

**KERASTASE**

Terry has launched products for luxury product houses such as...

**CHANEL**  
**HELENA RUBINSTEIN**  
**NUSKIN**  
**BIOThERM**

Terry has created signature treatments for products houses and Spas such as...

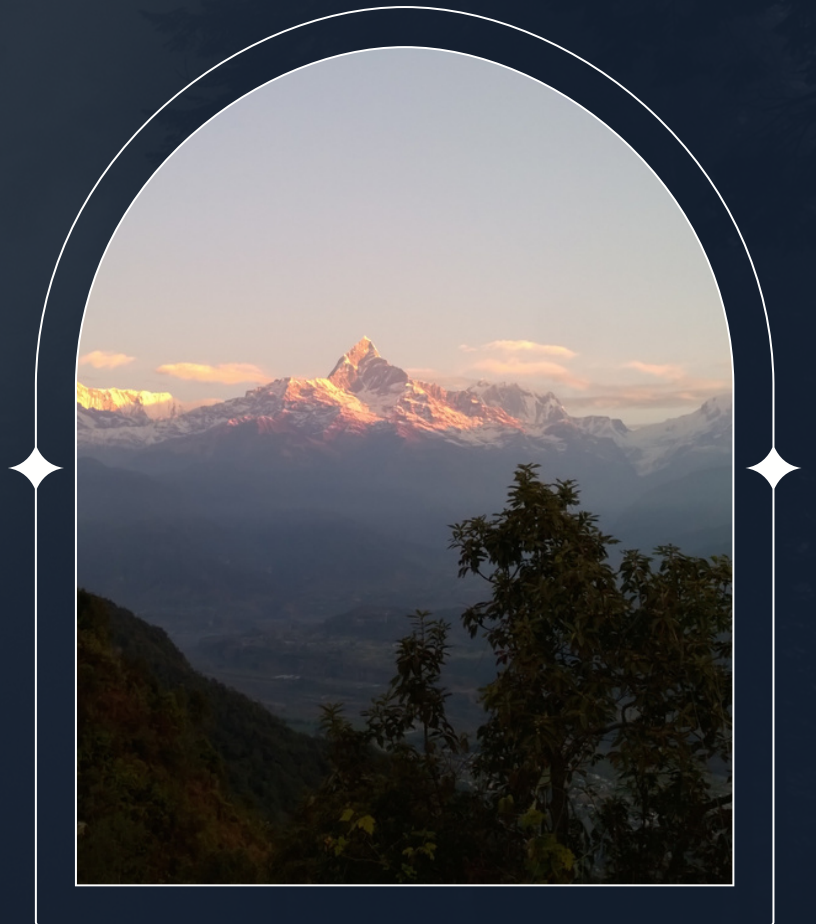
**VIRGIN VIE COSMETICS**  
**JURLIQUE (USA SPAS)**

Terry was part of brand loyalty building program for product houses, such as...

**LANCÔME**  
**ORIGINS**  
**LA MER**  
**ISSEY MIYAKI**

annexure  
3

# Sponsors of Shambhala forests

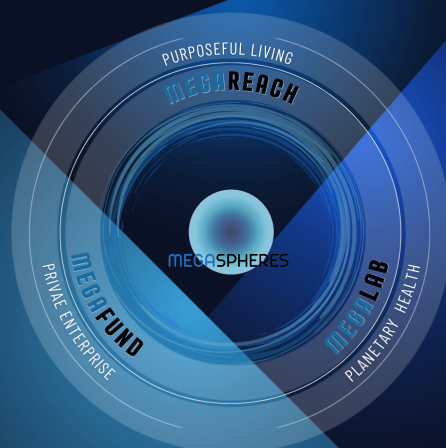


# megaSpheres



QUALITY OF LIFE INITIATIVE  
OF THE IIT ALUMNI COUNCIL

The three mission organisations and three mission facilitators under the megaSpheres initiative are synchronised to achieve the platform goal of accelerated socio-economic progress through appropriate technological and financial interventions.



. IIT Alumni Council initiatives .



.PURPOSEFUL LIVING.



.PRIVATE ENTERPRISE.



.PLANETARY HEALTH .

INFRA  
STRUCTURE

MEGALAB

DATA

RESEARCH



*Transformation through Technology*



**MEGAREACH**  
*community & outreach*



**MEGAFUND**  
*accelerating takeoff*



**MEGALAB**  
*active longevity*



At a macro level, the megaSphere initiative addresses the three key spheres - Planetary health, private enterprise and purposeful living. These are addressed by three mission organisations - MegaLab, MegaFund and MegaReach. And facilitated by the three enabling entities - Forum, Institute and Incubator.

megaLab is the healthcare mission of the megaSpheres initiative. It includes infrastructure, a data platform and research centres. megaLab addresses health of the planet and all its inhabitants.

The House of Shambhala is part of the megaLab mission for creating an end-to-end framework for forest densification and market access for forestry produce.



# āyushća estates

āyushća was conceptualised to meet the need for safe and healthSpan-enhancing infrastructures in a post-covid age. These will be sustainable townships set in the lap of Nature that will integrate ancient wisdom with futuristic theranostics (therapeutics + diagnostics, augmented by AI), for healthy and active longevity.

These townships will be developed as communes and retreats for eclectic and discerning individuals. Set against the backdrop of warm and impeccable hospitality with personalised care and attention to detail, āyushća estates will exude elegance and conscious luxury.





## āyushcā components

IIT Alumni In-residence &  
Hospitality Zone

Ayurveda &  
AYUSH Health Centre

Integrated Holistic  
Health Centre

Theranostics &  
Residents' Clinic Complex

Convention &  
Exhibition Complex

Residences &  
Cultural Hub Zone

Organic Farm &  
Farmers' Market Zone

Sports &  
Fitness Complex

Research University &  
Startup Accelerator Complex



# Communications

corporate@shambhala.net.in  
+1 650 900 8833



*A journey of a  
thousand miles begins  
with a single step....*

L A O T Z U

6th century BC



The House Of

Shambhala

SACRED LUXURY

DESIGNED by  
ANYTIME MEDIA  
[anytimemedia.in](http://anytimemedia.in)