

Asoka Hettigoda Honored With Ayurveda Ratna Award In British Parliament



(L-R): Baroness Verma, Secretary, APPG; Asoka Hettigoda, Managing Director, Hettigoda Group of Companies; Dr Shantha Godagama; Baroness Uddin; and Manisha Gunasekara, Sri Lankan High Commissioner to the UK.

The All-Party Parliamentary Group (APPG) for the Indian Traditional Sciences of the House of Commons welcomed Asoka Hettigoda to address dignitaries as well as guests of the committee on Sri Lankan Ayurveda and work that his family has been devoted to for over 200 years, as he received the 'Ayurveda Ratna' for the service rendered for the furtherance of Ayurveda.

In addition, and on behalf of his family, Asoka also received an award in honor of his ancestral lineage over six generations of Ayurvedic Physicians in Sri Lanka.

Manisha Gunasekara, the Sri Lankan High Commissioner to the United Kingdom, along with the representatives from the Indian High Commission, were guests of the group, chaired by Baroness Verma alongside Baroness Uddin and other parliamentarians.

Asoka Hettigoda on addressing the APPG, explained the history of indigenous ayurveda in Sri Lanka and the association of the Hettigoda family therein with the roots in the southern city of Galle, the practice of traditional ayurveda and the astrology, using national herbs and know how to treat the people of the area. "In 1982, Hettigoda Industries became the first Sri Lankan company to export ayurvedic products and our first shipment was to Germany followed by several European countries. This was a clear sign that there was a demand for natural products in the developed world. With its portfolio of products expanding into more than 100, Siddhalepa brand was well established in the country. Thus, it became a household name, especially with its slogan termed 'Siddhalepa – an Ayurvedic doctor in every home'." He also said that one of the core principles of the company was to produce quality products. In 1994, Siddhalepa became the first company in Sri Lanka to obtain ISO 9001 International Quality certification. Within few years, Hettigoda Industries obtained ISO 14000, 22000, HACCP, GMP and several other Sri Lankan certifications, becoming the most quality conscious Ayurveda Company in Sri Lanka. He explained the company's journey of expansion, which include: establishment of Siddhalepa Ayurveda Hospital in 1988, as the first Ayurveda hospital with specialist channeled consultations; the Siddhalepa Ayurveda Health resort in 1999, Ayurveda Spa services at the SriLankan Airlines Serendib Business class lounge in 2000, Ayurveda Clinic in Germany in 2004, Czech Republic in 2006 and Slovakia in 2010, and Anarva Hotel and Spa, a 100-room star classed hotel in 2017 as the first medical tourism hotel.