

# The Soul of Our Village

To my Vedic Village Family,

As we work together across Alleppey, Kodungallur, and Sriperumbudur, and look forward to our future in Bengaluru, I want to share a personal reflection with you, many of you know that the Sabari Group was born in 1988. But my journey began much earlier, in a small village in Palakkad. Like many young men seeking a future, I left my home at a very early age. I left behind the quiet mornings and the simple hospitality of village life to find my way in the world. When I started this business, I was one person with a simple mission: to provide food for my family. In those days, my greatest dream was to afford a bicycle one day.

Over the last 38 years, with the grace of the Almighty, our Sabari Group has grown into a family of 3,500+ members. We have mastered the complexities of global trade, but in my heart, I remain that simple man from Palakkad. Vedic Village is my way of bringing that journey full circle. It is a place built from the memory of the home I once left, a place where the "Human Touch" is the most important.

Today, you are the custodians of this village, you are the protectors of this vision.

## Our Foundation: The Three Pillars of the Village

### I. The Shanti of Presence (The Architecture of Stillness)

The world I stepped into as a young man was loud. We have built Vedic Village to be the opposite - a place where the soul can finally breathe.

Your Role: You are the protector of this peace. Lead with a "quiet grace," ensuring every guest finds the stillness I once sought.

### II. The Samskara of Service (Intentional Excellence)

In our Group, we believe the spirit you bring to your work stays in the final result. This is why we go beyond business. Through the Sabari Charitable Trust, we educate over 7000 students, support more than 300 differently abled children at Faith India, and provide a monthly pension for 100 persons. This is our Samskara. It is how we care for our community.

Your Role: Every task is a sacred duty. We provide Seva (selfless care) as an offering. When you serve with genuine pride, the guest feels the warmth of a true home of a village.

### III. The Sangha of Belonging (The Strength of the Team)

In a village, no one is a stranger. As I often say, in a cricket team, the "12th man" also plays a vital role in winning, just as much as the captain.

Your Role: You are part of a community of equals. By supporting each other and working together as a team, we ensure our guests feel they have truly come home to their roots.

**Our Path Forward** The world is changing, and we will stay ahead. But we will never let technology replace the human heart. Our goal is to leave a mark on the thousands of guests who visit us - to stay in their hearts forever. To achieve this, we need hard work, teamwork, and smart work. I am proud of the journey that brought us from a small office in 1988 to the places we run today.

Thank you for being the heart of Vedic Village.

**Shashi Kumar Nair**

Chairman, Sabari Group

