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India means business

Japan turns to traditional Indian medicine and fragrances

India's traditional health care and medicine culture (Ayurveda) have been embraced by people around the world, but products rooted in Ayurveda have been successfully exported from India by only a few companies. Dr. Muhammed Majeed recognized an opportunity more than 25 years ago when he founded the Sabinsa/Sami group, and he has perfected his recipe for success.

"We know what people want and what people need," says Majeed. "It's a matter of listening."

What started out as a small business for Majeed is now one of the world's leading manufacturers and distributors of phytonutrients, Ayurvedic

demands of new and emerging markets," he continues. "But nutrition and health will always be important, and we intend to position ourselves at its forefront."

Ayurvedic medicine pioneer
After growing up in India, Majeed moved to the U.S. in 1975 in pursuit of a master's and doctorate from Long Island University and St. John's University in New York.

In 1988, he established Sabinsa in New Jersey. Soon after, he introduced a new line of products based on Indian herbal plants to the U.S. market.

Majeed's research and propagation of Ayurveda — a system of traditional Hindu medicine that is integrated in the Indian

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— DR. MUHAMMED MAJEED
Founder
Sami Labs



Dr. A.P.J. Abdul Kalam, former President of the Republic of India, addresses senior scientists at Sami Labs.

herbal extracts and specialty fine chemicals for the nutrition, pharmaceutical and food industries around the world. Since its foundation, Sabinsa has taken home one international accolade after another, pioneered numerous ingredient products, and accumulated more than 92 patents.

"Many industries have not been able to keep up with the

national healthcare system and used by millions — persists through Sabinsa's constant research and development of new products and treatments. Following Ayurvedic tradition, Sabinsa focuses on prevention. This focus is clearly seen in products currently in the pipeline, including agents for liver protection and weight reduction.

"My industry will continue to be more focused on research and new natural products," he says. "I will be going global with that focus. Nutritional health, R&D and natural products will continue to be our main priorities for the coming years."

Moreover, Sabinsa continues to be recognized by international organizations for its innovation and creativity, bagging the Na-

perine® in 2005 for topical absorption enhancement.

Looking to the Far East

The Japanese market continues to be an integral part of Sabinsa's international strategy. After 14 years in the country through the Sabinsa Japan Corporation, the Indian brand is well respected in Japan's pharmaceutical and biotech industries.

customized Ayurvedic health food supplements. While Sabinsa has a robust presence in Japan today, Majeed passionately believes more can be done.

"For the near future, we see potential opportunities in opening a manufacturing facility in Japan," he adds. "We are also looking into purchasing permanent office space there."

For Sabinsa, relations with the Japanese have never been better. "I have a great respect for Japanese culture, its discipline and the values its society upholds," Majeed muses. "I have always had excellent experiences working with companies and individuals from Japan, so I am always open to new relationship opportunities."

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Corporate offices of Sami Labs in the Peenya Industrial Area, Bangalore

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Sabinsa's Japanese subsidiary currently provides a diverse array of products to its target demographic in the country, apart from marketing, warehousing and distributing

Opportunities in aromatics

While Ayurvedic products are still Sabinsa's bread and butter, Majeed has other interests likely to pick up steam soon.

The subsidiary Organica Aromatics was set up to take advantage of India's international rep-

cesses and products for established manufacturers of flavors and fragrances. Together with a firm commitment to eco-friendly production, Organica Aromatics works under safety measures that match international standards.

The subsidiary Organica Aromatics was set up to take advantage of India's international reputation in flavors and fragrances

utation in flavors and fragrances by developing high-quality aromatic chemicals and perfumery compounds for consumption across India, as well as major markets around the globe. Set up in 1999, it is now looking to play a major role in the \$20 billion industry.

The sophisticated R&D technology developed at Organica Aromatics is an invaluable asset to the Sabinsa/Sami Group of Companies, utilizing innovative technological measures to develop custom designed pro-

"We want to continue to diversify our product portfolio and touch a variety of customers through different channels," says Majeed. "This is just one of the companies that we are looking to prioritize in the coming years."

His main concern, as well as that of Sabinsa's partners, is to make a strong and lasting impact on customers' lives.

"We are in the business of improving lives," Majeed concludes. "Everything we do is for this exact purpose." ♦
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