

Herb Healer

Sami-Sabinsa Group is a result of a responsible vision of a man who has carved a niche for himself as the healer who has elevated the lives of millions through his various initiatives.

VIQUAR AHMED M FAROOQUI

Dr. Muhammed Majeed is a man who saw his goal steadily, gained expertise on every nuance to achieve it, and pursued the aim with unswerving courage. The result was his own extraordinary kingdom of wellness which he built against insurmountable odds. The Founder & Group Chairman of Sami-Sabinsa Group is not a businessman who ventured into an opportunity and thrived, but he is a man with humble roots, who struggled through time, earned the status of an entrepreneur, a researcher and a scientist, and who opened windows of healing for millions living within locked doors of suffering.

After taking B Pharm from Trivandrum Medical College, Dr. Majeed went to the US in 1975 to take MS in Pharmacy and Ph.D. in Industrial Pharmacy. He came out with new healthcare products with their actives taken from the herbs. In 1988, Dr. Majeed established Sabinsa Corporation in the state of New Jersey with the objective of importing and marketing generic drugs into the US for the drug molecules coming off patent. Soon afterwards, he introduced a new line of products into the US market based on Indian botanicals. In 1991, he returned to India and established Sami Labs at Singasandra in Bengaluru as a research and development facility. Majeed reverse merged Sabinsa Corporation with Sami Labs to be the sales and marketing arm of the organisation.

For 30 years, Sami-Sabinsa Group has been unlocking the mystery of herbs, extracting its goodness, and gifting the world with good health. "We have two clear missions. One to provide alternative and complementary natural products for human nutrition, well-being & beauty. And the second is to provide a low cost, low-risk opportunity for anyone who wants to start their own health & beauty business," said Dr Majeed.

Dr. Majeed, who has received 200-plus distinguished patents, also researched and scientifically validated the values of medicinal plants which are not mentioned in the Ayurvedic texts. For instance, Tetrahydrocurcuminoids (C3 Reduct) is a product derived from turmeric. The novelty behind Tetrahydrocurcuminoids is that although it is from turmeric with several of its beneficial properties, it is without the characteristic yellow color. It can be used as a cosmeceutical for its potent skin brightening properties as well as a nutraceutical for its anti-oxidant potential. Curcumin C3 Complex, Gugulipid, BioPerine, Citrin and Saberry are some other innovative products which Sami Labs markets globally. The manufacturing of the standardized herbal extracts happens in India with marketing arms all across the globe namely US, Eu-

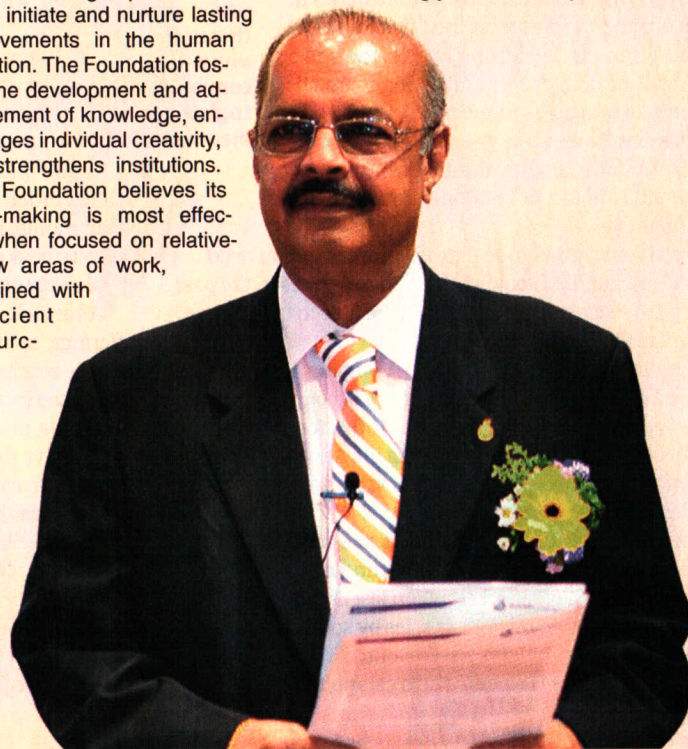
rope, Russia, South Africa, China, Japan, Vietnam, Malaysia, Philippines, Indonesia, South Korea and Australia.

In 2010, Dr. Majeed founded a direct marketing entity called Sami Direct directly offering clinically approved nutraceutical products. "Helping people live a holistic healthy life through Ayurveda inspired products, the Sami Direct business opportunity has helped people from diverse socio-economic background to build their own business, discover extra income and help them fulfill their dream," he said.

Dr. Majeed has also been creating a sustainable herbal cultivations program throughout India, and helping farmers becomes more educated. Today his farming program expands outside India. Considering the importance of biodiversity of medicinal plants and to maintain the sustainability for future generations, his company has taken up a successful initiative over the last 15-plus years by undertaking and promoting large-scale commercial cultivation of medicinal plants globally.

Over the years this effort has translated into a large-scale cultivation model involving more than 40000 acres and supporting thousands of farmer families.

He has also started Dr. Majeed Foundation, an independent philanthropic organisation profoundly dedicated to providing assistance to groups and individuals to initiate and nurture lasting improvements in the human condition. The Foundation fosters the development and advancement of knowledge, encourages individual creativity, and strengthens institutions. "The Foundation believes its grant-making is most effective when focused on relatively few areas of work, combined with sufficient resourc-



AWARDS

Sami Labs honoured with Excellence Award for Best Raw Material/Ingredient Supplier by Associated Chambers of Commerce & Industry during the 2nd edition of Beauty, Wellness & Personal Care Awards Nite 2018 in New Delhi

In recognition of commendable contribution to pharmaceuticals export of India, Sami Labs honoured with Outstanding Export Performance Award for the year 2017-18 under the Herbs & Pharma Allied Products – Silver Star category

Best Herbal Research Company Award at the Assocham National Symposium on Nutraceuticals, Functional Food and Dietary Supplements in Delhi on 25th July 2018.

Nutrition Business Journal Award: Sabinsa honoured with the Supply Chain Transparency / Sustainability award for the company's extensive cultivation program.

Sabinsa's reforestation project wins Nutra Ingredients Editor's Award for Industry Initiative of the Year.

Sami Labs honoured with 'Best Manufacturer Exporter Award Gold' in Large Category at the 13th edition of Export Excellence Awards – 2018, organized by FKCCI, Bangalore

Sami Labs honoured with Outstanding Export Performance Award for the year 2016-17 by Chemexcil

Johara Cosmetics, a premium beauty brand of Sami Direct, honoured with Best Cosmetics Company by Assocham in New Delhi on 12th October 2018

Dr. Majeed was awarded Shield of Honour for his Pioneering Research & Outstanding achievements in the Nutraceutical industry across the globe at the Assocham event in Delhi on 25th July 2018

es over a period of time to make a significant difference in the lives of people it identifies and supports. As of now, The Foundation grants broadly in two areas: Education and Healthcare. Our grants also go in for a few women empowerment initiatives. We look forward to expanding our scope in the coming years," Dr. Majeed said.