Making in India, from three decades ago

Mike is an Indian citizen and heads Suzuki Motor India Ltd. His father, Maruti Suzuki was established, says Mr. Suzuki, because of the vision of Osamu Suzuki, who recognized the potential of the Indian market early on. “Since then, we have worked hard to understand the needs of Indian consumers and to provide them with products that meet their expectations,” he says.

Suzuki, who is a leader of India’s auto industry, says the country’s unique geography and cultural diversity make it an ideal place to develop sustainable automotive solutions. “We are committed to building a sustainable future in India through our commitment to innovation and technology,” he adds.

Suzuki’s vision for the future of India includes further building on the country’s strong tradition of innovation and technology. “We are committed to investing in research and development in India to drive the next generation of automotive solutions,” he says.

Suzuki is optimistic about the future of India, and believes that the country has the potential to become a global leader in the automotive industry. “With the right policies and investments, India can be a leader in the global automotive market,” he says.
Protecting the power of healing through innovative specialty ingredients sourced exclusively from nature

A conversation with Dr. Muhammad Majeed, founder and group chairman of the Sabinsa/Sami Group of Companies — accompanied by Shaheen Majeed, marketing director; Madhu Subramanian, director; and VG Nair, group CEO — in the Sami Labs headquarters and R&D nerve center in Bangalore.

On curcumin: the natural healer from nature

Dr. Muhammad Majeed (DM): Back in 1990, curcumin was primarily known in the U.S. as a cheese-coloring agent and was sourced from turmeric from India. In 1993, I wrote a book called “Curcuminoids: Antioxidant Phytonutrients” and introduced curcumin in tablet form to the market.

I estimated the curcumin from turmeric and standardized it at a purity of 95 percent. The most important fact is that it is the most clinically documented natural product on earth. The Curcumin C3 Complex I patented reached the market in 1995. Since then, a lot of research has been done on this substance, with most centered on its anti-cancer properties.

I believe every disease in the body has an origin in inflammation of some kind. Curcumin is anti-inflammatory. The pathway of inflammation is blocked from which all diseases start. Curcumin is anti-inflammatory. Studies have shown it blocks the pathway of inflammation. It could also be a powerful agent in preventing the spread of cancer cells around the body.

On natural versus synthetic curcumin on the market today

DM: Curcumin, which we extract from natural turmeric, is made synthetically by other companies at a significantly lower cost. Our clients in Japan, the U.S. and Europe demand natural curcumin taken directly from turmeric, that some of our competitors are starting to cut corners by using synthetic curcumin and claiming it’s natural.

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The synthetic variety can be produced for about $7 per kilo, whereas the current price for natural curcumin is about $40 per kilo. That’s a huge difference in price.

This synthetic curcumin has never been studied scientifically for human use, whereas our natural curcumin has been heavily documented clinically. When other producers market so-called natural products using synthetic curcumin, two outcomes are possible: the public could get a dangerous, untested product, or it may not have the desired pharmacological effect of natural curcumin.

In any business, there are always extremely greedy individuals, who only want to make a quick buck. They make curcumin and claim it’s natural just because it also has the characteristic deep yellow color. But this claim can be tested, through carbon-14 testing in specialized labs.

There’s no place for synthetics in our sector.

We have discovered some companies selling this adulterated curcumin, and it is quite evident what they are doing because of the price at which they sell it on the market. We know the real cost of extracting natural curcumin.

Shaheen Majeed (SM): There’s no place for synthetics in our sector. In the interest of transparency, those companies should reveal that they are selling synthetic curcumin, and not mislead customers into believing that theirs is a natural product.

Some of these suspected products to C14 testing and it has proven impossible to look into this, because we believe it could endanger people’s health. Many Ayurvedic herbs ... are endangered by the steady encroachment of mankind.

Sami Labs is promoting the cultivation of these herbs ...

On creating a model farm for medicinal plants in southern India

DM: Many Ayurvedic herbs — wild herbs which have never been cultivated before — and what we use to extract our ingredients — are endangered by the steady encroachment of mankind. Sami Labs is promoting the cultivation of these herbs, so we are putting together land to create a model farm in southern India that will be a global center of excellence for medicinal plants.

This farm will be organic and it will bring together farmers from around the globe to look into this, because we believe it could endanger people’s health.

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

A turmeric plantation in India, from whose plants curcumin is extracted
Protecting the power of healing through innovative specialty ingredients sourced exclusively from nature

Curcumin: Harnessing nature’s hidden power to heal

Valuable Ayurvedic extracts are obtained from coleus plantations such as this.

Direct will be more based on an online sales channel than independent distributors. Other strongest producers are Curcumin C3 Complex from Vietnam’s pac fruit, BI Power for treating arthritis and Leangard, which has Fortimel — our weight-loss product — and is very well known in Japan.

On Sami Labs and Sabinsa in Japan, the U.S. and Europe

The Japanese market, where we have established Sabinsa Japan, is a hugely important market for us.

On a national level, we have more than 25 percent market share. In Japan, we have more than 50 percent market share for our muscle relaxant product, which is also among the best in the world. We are also among the top three in Europe, where we have more than 15 percent market share and are also the best in the world.

In a way, Japan is special. I feel Japan is like another home for us. Sabinsa Japan, is a hugely important market for us.

On looking ahead

We’ve recently acquired another branch unit based in India. We have a manufacturing unit already around the globe, including in the U.S. and Europe, which are very strong in production. Where we are looking to add strength in is marketing. We aim to add a marketing company in Japan, Europe or the U.S. to our group.

And it’s not just Sami Direct. We’re also looking to add strength in marketing. We aim to add a marketing company in Japan, Europe or the U.S. to our group.

As a matter of fact, we are looking for a manufacturing base in Japan.

Sabinsa adheres to the strictest standards of quality and scientific evidence. With over 27 years in the natural product manufacturing industry, Sabinsa has earned a reputation for responsible production, identifying dozens of nutritional ingredients that stand up to the toughest scrutiny. Over the past two decades, Sabinsa has secured over 100 patents, which indicates our passion for science and research and demonstrates our dedication to safety and efficacy in everything we bring to market. At Sabinsa, our innovation is your answer.

Curcumin: Harnessing nature’s hidden power to heal

Voluntary Ayurvedic extracts are obtained from coleus plantations such as this.

Recent target markets are the Philippines and Indonesia.

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India

Specialization, ultra-high quality and service push India, frictonless, into the 21st Century

India’s agrochemical sector leader sees closer ties with Japan

With India’s agrochemical sector getting competitive, the country’s leader in the sector—India’s Sajjan Jindal—sees strategic partnerships with Japan offering him a major advantage.

India has been a partner from day one in the “Audacious” program, which provides a unique single point of contact for every Indian person throughout flagship and sister company information. “Through this program, in the first six months, we have enrolled 1 million new accounts,” she says. “We continue to onboard 150,000 new accounts daily.”

The first segment with which we started our business focus is on supplying the two-wheeler and four-wheeler industry. Through our technological capabilities, we designed a competition for every customer. The product, in the four-wheeler category, is manufacturing Japan’s leadership in the agrochemical sector.

According to our plans, with a huge market ready for India, we are looking for a technology partner in Japan. We have been working closely with the Japanese Bank of International Cooperation and the Japan International Cooperation Agency, especially with programs.

State Bank of India is preparing itself for the digital age and has become one of the key players in driving India’s long awaited transformation into a more advanced economy, manufacturing hub and important player on the world scene.

India’s agrochemical sector has seen many technological improvements. India’s Sajjan Jindal, one of the country’s largest agrochemical companies, has been able to deliver a product in just 35 days, he says.

Our Japanese partnerships have been the key reason for our growth in past years. PI has deep-rooted relationships of over 40 years with Japanese companies built on trust.

Our Japanese partners have been the key reason for our growth in past years. “PI has deep-rooted relationships of over 40 years with Japanese companies built on trust,” Zaveri says. “Further supported by Indian government’s initiatives, and with investments in manufacturing, the company is today an important player in its sector.”

We are an export-oriented organization, and we target not only the domestic market but also the global market as well. We aim to continuously grow, especially in the Indian market.

“Sajjan is one of the few self-financed companies around anywhere in the world. It is the world’s largest agrochemical company, and we are seeing a huge market in India.”

We are saying that we are the bank of every Indian, but also the bank of every Indian woman,” Bhattacharya continues. “We are saying that we are the bank of every Indian family matters.”

Every Indian’s bank” shapes a changing investment-friendly nation

India, frictionless, into the 21st Century

India, frictionless, into the 21st Century

Every Indian’s bank” shapes a changing investment-friendly nation

In the past 50 years, we have been able to deliver a product in just 35 days, he says. “We have been able to deliver a product in just 35 days, he says. “We have been able to deliver a product in just 35 days, we made the first product in just 35 days, and we made the first product in just 35 days.”

This is a huge market ready for Japanese companies, including, of course, Japan — one of the country’s largest agrochemical companies.

Sajjan is one of the few self-financed companies around anywhere in the world. It is the world’s largest agrochemical company, and we are seeing a huge market in India.”

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