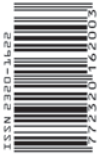


EMERGING KERALA

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Anju Majeed



Dr Muhammed Majeed

Improving lives across the globe with
Ayurveda and Modern Medicine

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THE MODERN Alchemist

“And, when you want something, all the universe conspires in helping you to achieve it.”

- Paulo Coelho, *The Alchemist*

When Dr. Muhammed Majeed (Founder & Chairman, Sami Labs-Sabinsa Group of Companies) immigrated to USA to pursue his MS in Industrial Pharmacy in 1975, he had only \$8 dollars in his pocket. Like the protagonist of *The Alchemist*, Santiago, Dr. Muhammed Majeed was also to find his ‘treasure’ or his inner calling. His sheer desire helped him to achieve the current position out of nothing. The modern alchemist, Dr. Muhammed Majeed didn’t turn metal into gold but went on to the discovery of many nutraceuticals and cosmeceuticals which helped mankind in protecting health and wellness.

Hailing from a family of entrepreneurs, Dr. Majeed was no different and all the while pursuing his studies he looked out for opportunities in the USA. Scrutinizing several options, he established Sabinsa Corporation in USA during the 80’s with the objective of importing and marketing generic drugs into the USA. He identified the importance of basic research and gave due importance to it. Results followed and years later in 2016, he continues to head Sami Labs - Sabinsa Group, one of the leading manufacturers and exporters of standardised herbal extracts and dietary supplements globally, that he established in 1988.

“It’s in the blood,” says Dr. Muhammed Majeed, Founder and Chairman, Sami Labs-Sabinsa Group of Companies about turning into entrepreneurship. “If I had not tried, I would not have known how good I’m in it. If I lost I always had a fallback position. I had an American Ph. D. and can easily seek a job. So I tried my luck and a lot of good people came along to help and I succeeded. Undivided focus, clarity of thought and attention helped me,”.

“Dr. Majeed is a man of focus, commitment and sheer will. Once he focuses on something nobody can divert his attention to anything else,” admits V. G. Nair, Group CEO, Sami Labs Ltd.

For the vast success Sami Labs enjoys, it owes much to research. “Sami Labs or Sabinsa Group is not afraid to invest time and money on research. India has never done much research on this level as we did. There are many pharmaceutical companies based in India, but how many of them have drugs innovated by them?” asks



Dr. Muhammed Majeed, Founder & Chairman, Sami Labs- Sabinsa Group of Companies.



Shaheen Majeed, Marketing Director, Sabinsa Corporation & V G Nair, Group CEO, Sami Labs Ltd with Dr. Majeed.

Dr. Majeed. Research is a broader term and can be classified into three- research, basic research and applied research. Unfortunately Indian companies focus on applied research- the practical application of research found by someone. But then the need of the hour is basic research which Americans give more importance. Only then we can grow, notes The scientist in Dr. Majeed.

Foreseeing huge potential in the healthcare sector across the globe, Sami Group continues to draw from its R&D strength, following the track record of launching innovative nutraceutical & cosmeceutical products that are successful across the globe in the coming years. R&D investment alone is in the range of 6-7% of the annual turnover year after year. "Because it is the basic belief that the products that will make money for me 20 years down the line is an idea today. Unless I put this idea into practice, I wouldn't be able to make the product," adds him. It is even evident in the space dedicated to research in the corporate office

of Sami Labs at Peenya, Bangalore. Whereas other corporate institutions put less than 10% of space for research, Sami Lab's almost entire facility is dedicated to research.

The number of patented products to Sami Labs/ Sabinsa Group is the proof that the research here brings result. At present it has got 113 International patents to its credit and another 75 pending. "There are not many companies even in the pharmaceutical industry in India anywhere close to our achievement in the case of intellectual property," notes V. G. Nair. The Research & Development team of Sami Labs alone consists of 125 highly acclaimed senior scientist, of its total employee strength of 1200. The Group has also over 6000 acres of contract farming land vouching for the groups commitment to sustainable development.

Sami Labs was the first Indian company to introduce the total vegetarian lycopene vegetarian soft gel capsules free from animal content. Earlier the pill's outer

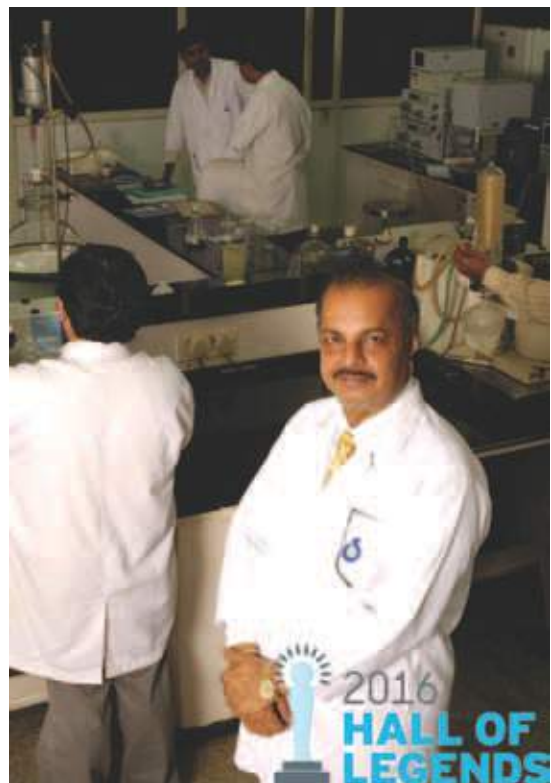
covering, known as soft gelatin was made of various animal by-products and now contains only extracts from vegetables, one of the several instances where Sami Labs has contributed towards human benefits. The Spice Board has recognized the contribution of Dr. Majeed in securing higher realization by value addition for Indian Spice products in the Global markets, through his pioneering and original research. It helped Spices Board to fetch more revenue for spices. Spices Board honoured him with three awards for the contribution he gave to Indian spice industry.

Apart from that Sami Labs recently introduced a fruit from Vietnam- Gac to Indian soil. Rich in Vitamin A content, Gac looks like a small jackfruit. "Vietnamese were able to wipe out the Vitamin A deficiency by giving this fruit to their children. I dream a time when each child in India is free from Vitamin A deficiency. We could distribute the seeds of the plant and is looking forward to work with any government agency or health department with us," says Dr. Majeed.

He is also happy about Government of India's tax benefits to promote research. "Almost 100% tax benefit for R&D and to buy sophisticated equipment for research has 200% tax benefit. We are committed to #MakeinIndia initiative by Indian Government and hopeful to turn India into a global hub in the area of research in preventive health care," says him.

Sami Direct Marketing in Kerala

Recently Sami Direct announced its foray





One of the several research facilities of Sabinsa Corporation at USA.

into Kerala market. Backed by over 113 US and international patents, the Company has strong credentials and market leadership in the fast growing global dietary supplement market. The Company plans to introduce a comprehensive range of nutraceuticals including both, dietary supplements as well as functional foods and beverages besides a slew of high-end, natural personal care products and cosmeceuticals. "We are not selling something from foreign soil claiming that it can cure all disease. The products of Sami Direct are clinically proven and documented. The products are well accepted by the developed world market; Americans, Europeans and the Japanese. Other products today available claim effectiveness but not many have been clinically proven. On the contrary if we want to put a product on the list we will first complete its clinical documentation and then only we will make it available in the market," says Dr. Majeed.

Omega Bioplus™ is a dietary supplement with a unique blend of 3, 6 and 9 omega fatty acids obtained from natural vegetable sources which are essential for good health, it benefits in supporting cardio vascular health, joint health, neuronal health and healthy skin, hair and nails. Vita Essentials, a premium bi-layered Multi-Vitamin

tablet promotes a healthy lifestyle, protects against metabolic stress, poor diet and environmental pollutants. It boosts the immunity functionality of the body and provides antioxidant boost. Most importantly, it has an extended action implying a less amount of dosage for the individual as the components are released based on the needs of the body.

Sami Direct has aggressively started marketing its products in the rest of the states including North East. Its proven track record helps it to stay ahead of its competitors. "Unlike the others, we are into preventive nutrition and preventive health. Also now the focus has moved on to cosmeceuticals (cosmetics which have biologically active ingredients) rather than cosmetics.

Sami Labs is the pioneer in this field. For eg: Turmeric's medicinal properties is known and actively used for several years in India. Now Sami Labs have converted it into a white variety-curcumin and made it available for the Americans and Europeans. It is one of the flagship products of Sami Labs. "Curcumin was once considered to be a curry powder material but now it is a grand mass healing medicine. It can be even used as a preventive medicine for cancer. Gulping down 2 or 3 tablets of curcumin will prevent cancer. Curcumin can block cancer cells in 3 stages of it. First it can prevent transformation of

normal cells to tumor cells. Second, even if one has cancer, curcumin will prevent proliferation of tumor cells into tumor growth. And in the third stage it will prevent the invasion or tumor metastasis," says Dr. Majeed.

Product list in offering at Sami Labs Direct

- Bioprotectant™,
- Calci D Max™,
- CoQ Energizer™
- Cran-DM Plus™
- Curcumin C3 Power™
- GlycaCare™
- IgG Plus
- LeanGard®
- LeanGard® Protein Drink Mix
- LivStrong™
- Lycopene β™
- Macumax™
- Omega BioPlus™
- Organic Spirulina
- OsteoStrong®
- R3 Power™
- Saberry Drink Mix
- ToxiFlush™
- Vita Essentials™
- Johara®- personal care and cosmetics products

Johara®

Started a year back, Johara, means jewel in Arabic, is the premium cosmetics and personal care brand of Sami Direct. Although now available

only in India and Malaysia, Sami Direct plans to launch the brand in Middle East, South Asia and South East Asia. In the initial stage there will be 40 cosmetic products under Johara brand. "Since we are a research based group, we don't have the shortage of product ideas and we have been supplying products and ingredients to all major companies for the past two and half decades. Only now that we have turned into B2C (business-to-consumers) model from B2B (business-to-business). We are regular suppliers of raw materials for many leading cosmetics producers," he added.

Future

When Dr. Majeed says that no pharmaceutical company is anywhere close to us in growth, it isn't self-pride but a proof to excellence and achievements that the group has made in a span of 25 years. "Sami Labs is growing at a constant pace of 25% for the past several years. We have started our operations in Malaysia and have aggressive plans for Dubai and the GCC countries," adds him.

Dr. Majeed's younger generation has also been actively involved in the activities of Sami Labs/ Sabinsa Group. His son Shaheen Majeed who is a Marketing Director of Sabinsa Corporation USA is inducted to the Board of Directors of the Sami Group. His daughter Anju Majeed who has got her MS in Biotechnology and Genetics is also actively involved in Group's activities. Soon she will take care of R&D Department of Sami Labs.

Dr. Majeed gives back to the society in many ways, perhaps most significantly through the Dr. Majeed Foundation. Dr. Majeed recognizes the importance of providing support for education, which is the centre stone of the foundation. Today, the foundation focuses on providing scholarship for students who need financial support, irrespective their caste, creed or religion.

The core objective of the foundation however is to support the children until they complete their education - making it a sustainable exercise. ■



Shaheen Majeed and Anju Majeed posing for a picture with their father.

Awards and recognitions

- 1994- National Award for Quality Products (Basic drugs)
- 1996- Certificate of Merit for Outstanding Export Performance in spice products, fine chemicals, extracts and oleoresins, vegetable extracts
- 2001- Forslean® wins the Nutracon Best New Product Award of the Year
- 2002- Award for R&D efforts in industry in the category of chemicals and allied industries
- 2004- Sabinsa Corporation receives the Thomas Alva Edison Patent Award for Forslean® from Research and Development Council of New Jersey, US
- 2004- Dr. Majeed was presented with the Ellis Island Medal of Honor on May 15th, 2004, on Ellis Island, New York
- 2005- Sabinsa Corporation receives the Thomas Alva Edison Patent Award for Tetrahydropiperine from Research and Development Council of New Jersey
- 2006- Sami Labs Ltd gets Golden Award of Excellence in Exports from the government of Karnataka for the year 2005-06
- 2009- Sabinsa Corporation receives American Herbal Products Association's herbal industry leader award
- 2009- Sabinsa Corporation received its third Thomas Alva Edison Patent Award for GarCitrin® from Research and Development Council of New Jersey, US
- 2010- Sabinsa achieves ISO 22000:2005 certification
- 2010- Dr. Majeed received the Daniel B. Stateman Award for Distinguished Alumni from Long Island University
- 2012- Amulya award
- 2016- Dr. Majeed honoured as Industry Legend and has been inducted into the New Hope Network's Hall of Legends
- 2016- Dr. Majeed was honored with Global Excellence Award for 110 patents