



ICONIC

Himalaya

ACCELERATING WELLNESS

Every year, 300 million Himalaya products enter the homes of consumers around the world. With a range of 300 healthcare and personal care products including brands like Liv.52, Cystone, and Bonnisan, they touch the lives of millions of customers worldwide, giving them products that help them lead healthier, enriched lives.

Himalaya's story began way back in 1930. A curious young man riding through the forests of Burma saw restless

elephants being fed the root of a plant, *Rauwolfia serpentina*, which helped pacify them. Fascinated by the plant's effect on elephants, this young man, Mr. M. Manal, the founder of Himalaya, wanted to scientifically test the herb's properties.

With no money and only a pocketful of dreams, he pawned his mother's jewelry to buy a hand-operated tableting machine. The years that followed were a time of endurance and a test of the young man's patience, strength and passion. He spent his days learning about herbs from neighborhood healers and his nights working on the machine to make a few hundred tablets. His vision was to 'bring the traditional Indian science of Ayurveda to society in a contemporary form'.

ON THE ROAD TO SUCCESS

At a time when herbal products were regarded with scepticism, the founder of Himalaya believed that the healing power of herbs was unwavering. He felt that if people were offered safe and



effective herbal medicines, they would come to accept them as part of their healthcare routine. He believed that herbal medicines could and should be evaluated on the same quality and efficacy parameters as conventional medicine. This was possible through empirical research. Once scientific research proved that herbal products worked, even doctors could be won over. This was a big dream with big challenges. But he persevered on despite the obstacles.

After four years of researching the herb *Rauwolfia serpentina*, *Serpina®*, the world's first natural antihypertensive drug was launched in 1934.

The discovery set the future course for Himalaya. It taught them the importance





of patience, passion and perseverance. They have since then focused on converting Ayurveda's herbal tradition into a range of proprietary formulations dedicated to healthy living and longevity.

Seeing Potential through Ayurveda

In 1955, Himalaya introduced Liv. 52, a liver formulation that ensures optimum liver function. The product soon became their flagship brand and a top selling herbal medicine. Other brands soon followed including Cystone, Bonnisan and Rumalaya forte, products that went on to become household names.

In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was uncharted territory which brought with it new challenges and new opportunities for learning. People around the world were waking up to the benefits of herbal and natural products for their personal care needs. Himalaya had close to seven decades of research experience in herbal medicine and this legacy had helped them understand the world of herbs. The prospect of entering the personal care space was therefore exciting.

They wanted to give customers herbal personal care products that were mild, gentle, hard-working and steeped in science! The brands guiding philosophy was to develop a range of personal care products rooted in Ayurveda and backed by research, a mainstay of the Himalaya brand. By remaining true to the research ethic, they built credibility for the range of herbal personal care products and gained the trust of the customers.



QUANTUM LEAPS

- Cleo Clear Skin Awards 2015 winner: Best Cleanser for enlarged Pores: Gentle Exfoliating Daily Face Wash
- Cleo Beauty Hall of Fame 2015: Best Night Cream under \$50: Revitalizing Night Cream