

# Business

## Sami Direct to launch products in SEA region

**BENGALURU, DHNS:** Sami Direct, a city-based direct-selling company, is planning to launch its products in the Southeast Asian region by opening offices in Indonesia and Thailand in the near future.

Recently Sami Direct, a part of the Rs 650-crore Sami Sabinsa Group of Companies, has started its direct presence

in Dubai. And it plans to expand into the Gulf Cooperation Council (GCC) countries over the next two years.

According to Shaheen Majeed, Director of Sami Direct, "The new centre in Dubai will provide better access to distributors and customers, and aims to increase sales volumes. In next one year, we will be hiring

10,000 distributors in Dubai."

The Dubai centre will display all categories of products that include nutraceuticals as well as cosmeceutical products. With over 125 patents of the group, all products of Sami Direct are formulated in accordance with global standards and manufactured in the Japanese and the US facilities

having Halal certifications for Dubai.

On market opportunities in GCC countries, Majeed said, "By having direct presence in Dubai, we are looking at a significant market share in the coming years in the growing cosmeceuticals and nutraceuticals market that is likely to cross \$6.1 billion by 2020."