

HOME

THE UAE-BASED
AJMAL PERFUMES
CONTINUES TO BE
IN THE FOREFRONT
OF PERFUME MAKING
BY SNIFFING OUT
CHANGING TASTES
AND TRENDS

FINE
FRAGRANCES

Abdulla Ajmal, General Manager Sales & Marketing at Ajmal Perfumes.

by Manjula Ramakrishnan

Arabia and fragrances go way back together in history and perfumes have been a delightful part of the traditions of

this region.

Occupying a unique niche in the world of perfumery in the Middle East is Ajmal, with over 60 years of history in creating fragrances. Today, with a vast

portfolio of the finest and most captivating fragrances, Ajmal has established a strong retail presence in the GCC, one flagship outlet in Kuala Lumpur and four stand-alone locations across

Malaysia. Ajmal also exports to around 30 countries across the globe.

Abdulla Ajmal, General Manager Sales & Marketing at Ajmal Perfumes, discusses the company's impressive repertoire and what gives it that distinctive edge in the industry.

Sixty years in the fragrance industry and still growing is an inspiring record. How has the company evolved over the six decades to adapt to changing times and preferences?

We have evolved from a modest trading house into a multi million dollar corporate entity and what a journey it has been so far! My grandfather, the late Haji Ajmal Ali and the values that he instilled in us are pivotal to the success that we have seen over the years. His premise was simple, "Give nothing but the best in terms of quality to the customer and give special consideration to the way your products are priced; you will see that over time you will achieve your goals." Change is the only constant. For instance, we launched our first Dahn al Oudh spray in 1987. Dahn al Oudh was largely used as a concentrated fragrance before then. We knew that the consumer in his search for convenience would want the same attributes but in a spray

form. So we did the necessary R&D to create the product in the form desired by them.

From being a local brand to attaining international stature, how did this metamorphosis come about?

Just as we were growing within our home market in the G.C.C, we were driven by our ambition to become a globally recognisable name. Through company owned and operated retail stores, we had in place expansion plans for distribution across the countries where we did not have physical presence. After a lot of hard work and perseverance we have managed to place our brands in the best locations. We currently export our products to over 30 countries around the world, where we are retailed in the best department stores selling on the same shelves as top tier international brands. This is a great achievement for us and we will strive to bring the brand to more people in more locations as we continue to hunt for growth.

What is the unique USP of Ajmal that keeps you ahead of other brand of perfumes?

We try to innovate as much as we can, in order to keep bringing new ideas for our customers. What really distinguishes us from our competitors

would be our product portfolio. We have a substantial product range and multiple product categories through which we introduce new products at regular intervals.

Yet another strength is our ability to use captive raw ingredients. We have an extensive research and development facility through which we discover new ingredients to use in our formulations. These ingredients are known as captive ingredients that help us immensely in maintaining our positioning of creating innovative products that cannot be copied. This also helps us in creating an Ajmal signature within our products, making them distinct and instantly recognisable. Over time these fragrances have become classics, fragrances like Mukhallat Dahn Al Oudh Moattaq, Alf Lail O Lail and Dahn Oudh Al Shams that we have been retailing for over 10 years now.

More about Prose...what is special about it?

Prose is a beautiful fragrance designed to appeal to the young, the young at heart. The fragrance embraces all elements that define the essence of a young lady – fresh, vivacious, and fun and that is what makes it so special. This was also the first youth-based product by Ajmal for which we created a 360

campaign. Not only did we expose it through mass media vehicles, we aggressively sampled this product across universities, youth frequented locations like malls and cinemas. The overall impact has been very positive and we hope to bring more such brands in the future.

Dahn Al Oudh Al Nuwayra is a unisex perfume oil. Can you elaborate on the dynamics of how a single perfume meant for both men and women will work?

Oriental fragrances, especially mono ingredient fragrances tend to be unisex as they are applied directly on the skin. This particular category of fragrance is unisex, so all introductions within the Category of Dahn Al Oudh are positioned as unisex.

And about the most recent introduction Blu: what are its distinctive features?

Blu is a distinguished fragrance, unlike any other blue reference that you might find in the market today. It is very fresh and uplifting and is designed to attract men with an active lifestyle. It will be available across all our stores in the coming weeks and I am very confident that the fragrance will be a super success in all the countries where we are present.