

# A FRAGRANT STORY

*"A fragrance is all that it takes to travel through time, such is the bond between memory and smell."*

*—Haji Ajmal Ali*

**T**hey say nothing unlocks an old memory better than smell, be it the memory of lost love or of a fond friend. That's why Ajmal Perfumes has been since then been on a mission on recreating those memories through fragrance. Ajmal Perfumes was founded by the Late Haji Ajmal Ali in the early 1950's, in India and since then, it has grown from a modest trading house into a regional corporate entity.

As a part of Dubai Tourism's (DTCM) Ramadan Campaign, EGO was able to take part of an exclusive tour inside the

iconic homegrown brand's factory in Dubai to learn more about the perfumery process. The fragrance giant was the first to bring Dahn-al-Ouldh to the emirate and to a wider global audience. In this quick chat, Dr. Kanwal Deep of AJMAL Perfumes talks about the secrets and intricacies of creating fragrance.

#### **Is there a secret in making AJMAL perfume?**

One should have passion and knowledge with all the ingredients. There is no secret and such, if you don't have a passion and don't want to, then one cannot create.

#### **How does making perfume here in the Middle Eastern region differ from other countries around the world?**

There are a few regulations that we have to follow since we're based in a Muslim country, like some in-

gredients such as certain kinds of alcohol and others are prohibited. Also, since the temperature here in the region can get really high, we considered the precautions to avoid anything happening to the quality and consistency of the perfume or its container.

There are also a lot of embellishments involved on an Arabic Product. An Arabic product has more components than say, an American or Russian product. Each of these components has to be tested with the fragrance to see the compatibility, design discolouration or if there's any change in fragrance. There is a very stringent quality control that is has to go through. So it's actually much easier to create a western product and it's much more difficult to create an Arabic product.

