

# Neeta's Herbal aims to grow overseas mart

■ By Kamarul Yunus  
ahmadv@nstp.com.my

NEETA'S Herbal, a family-owned company that operates herbal hair treatment centres, plans to almost triple its outlets and develop its own herbal farm due to strong demand.

The 22-year-old company made a turnover of RM60 million in 2007 and is eyeing expansion in markets like China and India.

"In India alone, there is an opportunity to open 30 outlets. And just imagine China, is a really potential and huge market for the hair treatment business," its principal Neeta Gosalia said in an interview.

The company has about 43 outlets offering hair and skin care treatment to some two million clients worldwide. It has stores in the US, UK, Netherlands, United Arab Emirates and India.

It now wants to open 70 new outlets.

Neeta's Herbal had just launched its operation in Ahmedabad, India, in January. It will open in other cities in India and start opening outlets in China in the next six months.

Also in the pipeline, Neeta said, is an outlet in Tehran, Iran.

Closer to home, she said the company is definitely looking at opening up an outlet in Jakarta, Indonesia.

All of Neeta's Herbal outlets are operated through a franchising system. It may also buy shares in the franchisees.

"We have to be very careful in choosing partners to operate the outlets and make

sure that Neeta's Herbal brand is maintained," she said.

It has also branched out into property. This is done by buying the buildings that house its hair treatment centres.

"We also bought the premises and re-lease them to our franchise holders. This contributes to the company's revenue," she said.

As for its proposed herbs farm, Neeta said the company is currently working with relevant government agencies to provide it with land to grow the organic herbs.

"We are thinking of leasing the land. This would reduce the cost of planting herbs. We plan to lease between 20 and 40 hectares of land for our plantation," she said.

In fact, she said, the company has started planting herbs on a small scale, with its farm located in Janda Baik, Pahang.

"We want to go on a big scale and are thinking of operating the farm in Kuantan or other areas outside Kuala Lumpur. We expect the farm to start in the second half of this year," he said.

It has hired India's AG Biotech to help maintain the quality of its planted herbs. This is important as it wants to sell some of the herbs abroad.

Neeta's Herbal may even set up a factory to process the herbs.

"But we need to study the proposal first because if we intend to manage a factory, we have to look and take care of a lot of things such as manpower, financial costs and so on," she said.

EXPANDING  
ABROAD:  
Neeta Gosalia  
attending to a  
customer. The  
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