



HARNESSING THE POWER OF NATURE TO NURTURE THE WORLD

“ This is a
Siddha and Ayurveda
palace which will serve
humanity in a big way. ”

Swami Vetahitiri Maharishi
Our Inspiration and Spiritual Guide

Padma Shri
SKM Maeilanandhan
Chairman



For several decades, the name **SKM** has become synonymous with myriad things.

The holistic goodness of Ayurveda for beauty and wellness.

Social welfare initiatives to help empower the poor and underprivileged sections of society.

Wind energy for a cleaner, greener planet.

A versatile, diverse group of companies, dedicated to only one thing: making the world a better place.



SKM SIDDHA AND AYURVEDHA
THE BEGINNING



The journey began three decades ago, in Erode, when **SKM** Maeilnandhan, a social activist and philanthropist, had a vision. Nurturing and empowering the world through the power of nature.

Observing that people were becoming increasingly aware of the overall goodness of **Ayurveda and Siddha** for overall health, he decided to make their life-enriching benefits available to all.

The result was the inception of **SKM Siddha and Ayurvedha Company (India) Limited**, in 1989. Beginning as a small grass-roots level charity trust hospital, SKM Health and Mind Welfare Charity Trust, with the blessings of **Swami Vethathiri Maharishi, a spiritual scientist**, soon started offering consultations to the needy, with **Ayurvedic and Siddha** medicines.

The Maharishi's words continue to inspire all at SKM, to combine the best of ancient traditional knowledge with modern science and technology, to benefit humanity – in health care, wellness and beauty.

SKM Shree Shivkumar
Managing Director

This was SKM Maeilnandhan's way of putting into practice his spiritual mentor's teachings, to benefit society. The Maharishi's words continue to inspire all at **SKM**, to combine the best of ancient traditional knowledge with modern science and technology, to benefit humanity – **in health care, wellness and beauty**.

Comprehensive treatment is offered at SKM Chikitchaalaya, in Erode. The expert Siddha and Ayurvedic doctors here still adhere to therapeutic principles and medicines rooted in Ayurvedic and Siddha tradition, and have successfully treated several lakh patients over the years.

Select holistic wellness therapies are offered at our exotic herbal retreat. Yoga and meditation are also available, for overall wellbeing.



Kumutaavalli Shivkumar
Joint Managing Director

SKM Shree Shivkumar
Managing Director

AYURVEDA AND SIDDHA ETHICAL OPERATIONS 3 DECADES OF QUALITY ASSURANCE

Ever since its inception 30 years ago, SKM has been committed to quality assurance and quality control of AYUSH formulations – right from start to finish. This is reflected in our:

VISION

Committed to prevention and cure of diseases safely through herbal formulations, thereby building a healthy society.

QUALITY POLICY

We are committed to providing safe, effective and enticing Siddha, Ayurveda, Unani medicines and herbal products.

We strive to achieve total customer satisfaction and all relevant statutory & regulatory requirements by continuously improving the quality management systems, process and products through:

- Integrating traditional and contemporary methods.
- Providing high therapeutic and prophylactic products.
- Creating awareness amongst our interested parties and ensuring availability of resources for achieving business strategy.
- Promoting team work through total involvement of employees.

TUYA - NATURE'S MOST POTENT BEAUTY SECRET

The solution to every beauty problem lies in nature, and we at **SKM**, are firm believers of that.

This core faith has led us to explore its very depths, to find solutions to bring alive your beauty, in the most organic way possible. The result of this passion is '**TUYA**', an array of pure Ayurvedic products for beauty and head-to-toe wellness.

TUYA means 'purity', and personifies nature's best-kept secrets crafted to perfection. Our range includes **premium skin care, hair care, face care and foot care products** that enjoy a pan-India presence.



THE ASSURANCE OF SAFETY AND PURITY

Combining the best of Ayurveda and Siddha, **TUYA** products pack in nature's finest, most potent ingredients, carefully handpicked and ethically sourced from our herbal gardens, and through wild-herb collectors, from forests. Extensively researched and prepared at our ISO and GMP-certified production centre, they adhere to the highest international standards of purity, ensuring superior quality across our products.

The medicines are prepared in a clean environment by adopting the highest degree of plant and personal hygiene to ensure safety and efficacy of the products. Our quality management plan starts from the selection of the vendors, the creation of SOP's (Standard Operating Procedures) for testing of raw material, and the calibration of the instruments and manufacturing equipment. This step-by-step policy of excellence results in

world-class quality – right from seed to shelf. **Our products are free of sulphates, parabens, mineral oils, formaldehyde and other harmful additives.**

At **SKM**, we believe you deserve the very best. So does Mother Nature.







ROOTED IN AYURVEDIC TRADITIONS

Ayurveda, the “science of life,” is the world's oldest comprehensive health care system, practiced in India for over 5000 years. Balancing the **Tridoshas – Vata, Pitta, Kapha** – the three principles that govern the human body and mind, forms the core of this life-enriching science.

Siddha is a holistic system of medicine practiced for centuries in South India. Founded by 18 siddhars, who were spiritually enlightened persons, the system comprises codified procedures for medicine

manufacturing, disease diagnosis by **Mukkutram (Thiridhosha theory), Nadi (pulse reading), Sara payirchi (flow of respiration) and Attavitha paritchai (8 types of testing)**. It uses a special group of herbs called **Kayakarpa (rejuvenation)** herbs, for prevention and treatment.

Today we at **TUYA**, have honed their traditional lineages into a complete range of primarily-handmade Ayurvedic proprietary medicines, in a modern avatar.

ENGAGING LOCAL COMMUNITIES

Nurturing local talent has been a way of life at **SKM**. Engaging, collaborating and training local communities to factor in eco-friendly practices that support the environment, coupled with their simultaneous learning with us, plays a definitive role in ensuring purity of our products. Rural women have been employed to fuel our mission of bringing natural wellness and beauty to the world.

Yoga and meditation are the norm at **SKM**. The factory not only reverberates with the sounds of machines at work, but also the enriching chanting of ‘Om’. A ‘Dhanvantri’ prayer is recited every day, before work commences. This creates an idyllic atmosphere, to help transform the lives of more and more people.



SUSTAINABILITY & SOCIAL RESPONSIBILITY

We believe in upholding ethical and responsible business strategies and activities that protect, sustain and enhance human and natural resources that will be needed in the future.

We do this by:

- Keeping our carbon footprint at its lowest possible level through the strategic location of the plant, efficient recycling of wastes and deploying energy-efficient processes.
- Installing windmills to generate electricity of 3.5 million units per year, for a cleaner, purer environment.



SKM CHARITABLE TRUST – EMPOWERING THE NEEDY

Serving the less fortunate in every possible way is a way of life here. This was the very reason why SKM Health & Mind Welfare Charitable Trust was formed. Part of the profits from our factories continue to go towards empowering the lives of the lesser privileged sections of society. SKM Shree Shivkumar, our MD and Mrs. Kumutaavalli Shivkumar, our JMD are its trustees.

Measures undertaken by the trust include:

- Adopting two villages and supporting 228 families consisting of 778 residents ever since.
- Taking yoga and meditation to the rural masses.
- Conducting a state-wide programme to teach yoga and meditation to residents of 15 village panchayats.
- Implementing outreach programmes to provide sanitation, education, medical treatment and services, financial aid, marriage aid, funerals, and more.

THE PADMA SHRI – HONOURING A HUMANITARIAN

In 2013, SKM Maeilanandhan was honoured with the Padma Shri, the nation's fourth highest civilian award, for his outstanding contribution in the field of social work.

A befitting honour to an exemplary humanitarian, who continues to help nurture a better society, for a better world.

OLIRUM ERODE FOUNDATION (OEF)

A non-political and non-business affiliated organisation, OEF was established to develop Erode into a thriving dwelling.

SKM Shree Shivkumar, our Managing Director, is one of its founders & trustees.

Activities include fostering, developing, promoting and maintaining:

- Hygienic and green environments
- Water bodies in the city
- Education
- Health
- Water Management
- Waste Management
- Infrastructure



SKM SHREE HERBALS INDIA PRIVATE LIMITED

No.1/2, 3rd Floor, Ramcons Fortuna Towers, Kodambakkam High Road,
Nungambakkam, Chennai - 600034.

Email: care@tuyabeauty.com | Customer Support : +91 9962713555

www.tuyabeauty.com