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South Indian goods a hit

Loo Kian Boon

THE South India Product and Catalogue Show, held at the MIC headquarters in Kuala Lumpur recently, showcased some of the finest products from southern India.

The 18 Indian exhibitors were brought here by chief organiser Suasa Masyhur Sdn Bhd.

Some of the products featured at the two-day show included ghee, textiles, printed matter, household appliances and equipment, cosmetics, spices, handicraft items, marble and herbal facial powders.

The man behind the event, Suasa Masyhur Sdn Bhd managing director R.M. Baalan, said the show enabled Indian exhibitors to meet and appoint local distributors for their products.

He said the main objective of organising the show was to open the way for bilateral ties between Indian and Malaysian companies following Prime Minister Datuk Seri Dr Mahathir Mohamad's recent visit to the country.

"We are encouraging local businessmen to take up this opportunity to do some business with Indians.

"From this exhibition, they will come to realise the high quality of South Indian products," Baalan said.

The show received such a tremendous response from local distributors that on the first day alone, agreements had been signed with all 18 Indian exhibitors to bring their products into the country.

Among companies that saw great potential in the exhibits were Maika Holdings, Globe Silk Store, Mun Loong and Suasa Masyhur.

Baalan said in view of the overwhelming response in this first exhibition, his company planned to bring more Indian exhibitors in its next show in August which will be held at Putra World Trade Centre in Kuala Lumpur.

"We are expecting around 180 exhibitors for the next show as the space will be bigger.

"We also hope to introduce more Malaysian products to Indian business companies at the next show."

In fact, a few local exhibitors had already been featured in the recent show to generate interest and hopefully strike business partnerships with their Indian counterparts.

Among them was Perniagaan Minumam Rosvita, which sold the nutritional drink extracted from the hibiscus sabdariffa plant imported from Sudan.

Its director K. Visandran hoped his company would be able to collaborate with an Indian counterpart to expand its business to India.

"We have given some samples of our drinks to the Indian exhibitors here and have received some positive feedback from them," he said.

"They seemed to enjoy the drink very much."

Visandran said the Rosvita drink contains no artificial colouring, flavours or preservatives.

"It is noted for its high vitamin C content and also contains vitamins B1, B2 and D.

"It is also rich in natural fibre, niacin and carotene."

Visandran said plans were being made to plant the roselle seeds for the hibiscus sabdariffa plant in the country.

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