

## **K. Bhavadasan, Managing Director, K.P. Namboodiri's Ayurvedics**

Established in 1925 in Thrissur, K.P. Namboodiri's Ayurvedics derives its legacy from its esteemed founder, K.P. Namboodiri (Kolathappally Pothayan Namboodiri). Originally dedicated to the manufacturing of flagship product – Ayurvedic Toothpowder, the company has evolved into a renowned provider of personal care, earning recognition among discerning consumers.

Mr. K. Bhavadasan, assumed leadership of the company in his early thirties following the untimely passing of his father, Sri. Raman Namboodiri. With a lifelong immersion in the business from childhood, Mr. Bhavadasan adeptly steered the organization.

Under Mr. Bhavadasan's astute guidance, the company diversified its product range in 2007 to encompass Oral Care, Hair Care, and Skin Care categories. Transitioning from a focus on a singular flagship product, Toothpowder, posed significant challenges, necessitating investments in technology, expanded infrastructure, including research and development, and bolstered manpower. Leveraging his visionary leadership and industry acumen, Mr. Bhavadasan effectively navigated these challenges, positioning the company to carve out market share from multinational incumbents.

Headquartered in Thrissur, the company operates branch offices in Tamil Nadu, while its four manufacturing facilities in Kerala cater to nationwide and international markets, including the Middle East, South East Asia, the US, and Europe. In 2011, as part of a diversification initiative overseen by Mr. Bhavadasan, the company ventured into the hospitality sector with the launch of Hotel Devaragam in Guruvayoor, Thrissur.

Mr. Bhavadasan's achievements have been duly recognized, with accolades such as the Brand Icon Award in Ayurveda from the Times Group (2015), the Best Entrepreneur Award from the School of Management Studies, Dr. John Mathai Centre (2018), and the SME Excellence Award from Destination Kerala (2019), Winner of e4m Pride of India Brands – The Best of South' Awards 2022

He has also served as Vice Chairman of CII, Thrissur Zone, and Currently the President of KSSIA Thrissur Chapter, facilitating crucial partnerships between entrepreneurs and government entities.

Looking ahead, K.P. Namboodiri's Ayurvedics is driven by a compelling vision and unwavering dedication to purity, quality, and trust, with a firm commitment to these core values, the company seeks to optimize its production capacities, introduce innovative products, explore strategic mergers and acquisitions, fortify operations in South India, and expand into untapped markets in North India.