



# Song of India®

PURE | NATURAL | BEAUTIFUL

**“Your deepest roots are in nature. No matter who you are,  
where you live, or what kind of life you lead,  
you remain irrevocably linked with the rest of creation.”**

Song of India's wellness and fragrance products are a celebration of natural and holistic living. In an endeavour to strike a delicate balance between the body and mind, all of our products are designed to invigorate, enrich and energize your soul. Based on the principles of the ancient science of ayurveda, our products are crafted as per age-old Indian traditions and methods. Come, experience the pure joy of natural goodness!

Song of India strongly believes in giving back to the society, which is why one portion of our proceeds goes towards the education and upliftment of underprivileged children. We thank you for your support and patronage.



*Manufacturers & Exporters of Fragrant Products:*  
Candles, Reed Diffusers, Incense, Room Spray,  
Aroma Diffuser & Essential Oils, Sachet, Resins,  
Perfume Oil, Soaps and Skin Care Products

# Our Story

The journey began in the old walled city of Delhi, in the year 1932, when our great grandfather Mr. Jagdamba Prashad Mathur founded a small manufacturing unit, named Mathur Perfumery Works. It was a modest beginning to produce products using natural ingredients like herbs, plants, roots etc. His own personal formulations were liked very much in the local community. He never had any desire to do it on a large scale. He was more a family man than a businessman. He passed his art of making perfumes, oils and incense to his son, Mr. Durga Prashad Mathur. He just followed the techniques of his father and lived a very simple and non-entrepreneurial life. He was a very polite and generous person. His wife Mrs. Raj Rani Mathur used to assist and help him at the store while he was busy in manufacturing.



In the nineteen sixties, many foreigners were attracted to India and tourists from different parts of the world started visiting our old store. The array of natural products offered, was highly appreciated that time. It was indeed a turning point with our products finding overwhelming response in the overseas markets. The humble beginnings of what started as a passion for essential oils, perfumes and massage oils back in 1932, blossomed into a booming business in 1972 and Song of India was born. Work orders from world-over started pouring-in. Soon these small orders turned into large ones. To meet the increasing demand, a bigger workspace was set up in Noida. In 1988, a full fledged branch office was established in Seattle to cater our North American customers. Our father, Late Mr. Ashok Mathur exemplified great leadership qualities to take this family-run business forward. He was a modest and pragmatic man who tirelessly worked towards his dream of creating simple, yet beautiful products that are close to nature.

Over the years, this small family-run business has grown from strength-to-strength and diversified its portfolio. But some things haven't really changed. The age-old tradition of formulating beautiful scents using essential oils is still followed. We draw our inspiration from our rich cultural heritage, nature, and the ancient science of ayurveda. Our fresh formulations and authentic craftsmanship are here to set new standards in lifestyle and fragrant products. We are here to spoil you with choice, pamper you with premium quality, and fill your life and homes with beauty and fragrance.

# Audits, Compliance and Certifications

MIC Exports has social compliance and audits from below agencies and organizations:

**SEDEX** is a not-for-profit organisation dedicated to improving transparency and visibility in global supply chains. Membership of SEDEX helps us work together with our suppliers to create a culture of transparency across our supply chain and to inform our buying decisions.



**SMETA** is an audit methodology, providing a compilation of best practice ethical audit techniques. We have completed this audit and the report can be accessed online with Company Reference ZC407713933



**ISO 9001-2015** is the internationally recognized Quality Management System (QMS) standard that can benefit any size organization. Our organization has implemented the system and the same has been audited and verified.



**GMP** (Good Manufacturing Practice) is a system for ensuring that products are consistently produced and controlled according to quality standards. MIC Exports has been assessed and found to be in compliance with the requirements of this standard.



**D&B D-U-N-S Number** is the most widely accepted global standard for authenticating businesses. Our company R. Expo is registered with the organization is 91-747-6327.

