Nemat About us:  
  
India has regions ranging from the Snow-Capped Himalayas to the Thar Desert, from the Ganges Plains to the Tropical Rain Forests in the South. This diversity has bestowed abundant varieties of Fragrant Roots, Woods, Leaves, Flowers, Fruits and Spices on India. Ayurveda was born in Ancient India and continues to flourish today because of this Natural abundance. The use of Natural Perfumery Ingredients by man in India goes back through the Ages, to the Harappan Civilization.

More recently, over the last 1500 years the Art of Perfumery and Fragrance flourished under the Mughal empire. Nur Jahan, the wife of Emperor Jehangir directed her Gardeners to plant the Damascus Rose which she had received as a gift from the Sultan of Turkey (Ottoman empire). Rose Attar or Otto of Rose was made from these roses for the Empress Nur Jahan. The attar industry flourished around Delhi. When Emperor Akbar laid siege to Udaipur, the army settled in the area of Haldi Ghati. The Rose Damascena variety was planted in the region by the Mughal army. The nascent Attar Industry in the Udaipur region was later patronized by the priests of the Shrinathji temple which is about 10 to 15 kms from this region.

The Attarwala family has been involved in the art and science of making attars for over 170 years. The Attarwala family traces its roots to the Beautiful City of Lakes, Udaipur, in the state of Rajasthan, India. Udaipur is known not only for its lakes and majestic palaces but also for its Art and Culture in which Flowers and Fragrances have always occupied a prestigious position. The family name 'Attar'+'wala' means belonging to attar. Attar is the name given to the fragrant oils made from extracts of flowers, herbs, woods etc. The Attarwala family has a unique history of preserving the Traditional Art and Science of making Attars and Indian Essential Oils. This traditional knowledge has been passed down through the generations. These are products truly cherished and nourished by a family.

From Udaipur, the main business activities were moved to the city of Bombay, in the 1940's by the late Mr. Mohammadali Hiputallji Attarwala. In Bombay, Mr. Ismail Mohammadali Attarwala, the eldest son of Mr Mohammadali Hiptullaji Attarwala, established Nemat Enterprises. Nemat Enterprises is known for its large selection of high-quality Indian attars and perfumes. It is one of the most respected firms today in the perfumery trade in India because of its strong commitment to quality. Its attars and perfumes have found wide appeal throughout the world. At present the products are being exported to most countries in the Middle East, Malaysia, and The United Kingdom, and the USA to name a few.

One of the very important contributions of Mr. Ismail Mohammadali Attarwala to the Indian Perfume Industry was the creation of Attar 96 Majmua ®. It took Mr. Ismail Mohammadali Attarwala nearly 18 years to perfect this fragrance. Attar 96 Majmua ® is cherished and loved by Indians and Fragrance Lovers for over 60 years, who use it for personal enjoyment, on Festive as well as Somber occasions and for use in Prayers and Pooja. Because of its wide appeal and longevity, it is a heritage product that we are really proud of. Its beauty is appreciated by customers not only in India but all over the world.

Mr. Ismail Mohammadali Attarwala has four sons who are actively involved in carrying on the traditional family business. They will help continue the Legacy of the Attarwala family in helping to preserve and promote this Art and the Science of making Indian Fragrances.