



VEENA KUMARAVEL

Entrepreneur

Mrs Veena Kumaravel had three options in mind when she decided to turn entrepreneur; a pre-school, a boutique or a beauty salon. A graduate with a passion for beauty and a flair for interior designing, the decision was made in favour of providing quality beauty care at affordable prices. The first salon was started with the aim of a break-even of Rs 60000 only. The success of this salon encouraged them to think about more salons, but further ideas of scaling up were met with severe financial constraints. It proved to be a lesson in persistence for Mrs. Veena when the fifty-fourth bank she approached finally agreed to help her out.

Now with a keen understanding of market potential and the increasing demand for professional grooming, she ensures that every customer of Naturals experiences the art of caring, in environments that are subject to strict standards of hygiene. Each and every product that is introduced in Naturals is extensively tested and researched at the corporate office before being launched in salons. It is her constant endeavour to ensure that everyone who is a part of Naturals is genuine, friendly and professional.

Today Naturals is the only organised salon chain in India which has successfully introduced the franchise mode of business and has provided career opportunities to thousands of young people. A strong believer in woman empowerment, it is no surprise that over 80% of franchisees of Naturals are women. How did this come about? "Women are as capable as or more capable than men and all they need is the right frame of mind - and a little bit of support which we provide" says Veena, about Naturals philosophy of success. She is to be credited for having steered the organization to the position it is now, with calm confidence, perseverance and passion.



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