



# Tate's Remedies®

Ojamin® Liquid  
A wealth of good health

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**Director** : Mr. Prakash Tate  
(B. Arch. D.B.M. A. I.I.A)

**Established** : 2006

**Product:** 'OJAMIN'. Tate's Remedies are pioneers in making a herbal liquid medicine for Diabetes. The medicine tones up the pancreas which in turn produces adequate insulin that absorbs glucose in our body. The medicine purifies & regulates blood circulation and also cleanses the body system.

This medicine has been available for the past 40 years. The firm 'Tate Remedies' was established in 2006. They have offices in Pune & Mumbai.

**History:** It is rightly said that 'necessity is the mother of all inventions'. Mr. L. T. Tate, who was in Customs service, was diagnosed with dreadful diabetes at a young age of 44. He tried all allopathic medicines but they didn't work for him. That is when he started studying Ayurveda, took references, consulted various scholars and



prepared a concoction of herbal medicines which is today known as OJAMIN. Surprisingly, within one year of treatment with this medicine he got totally cured of diabetes. It was then that Mr. L. T. Tate thought of spreading his wonder drug to the world.



**Achievements:** As no license is required to sell Ayurvedic products, the diabetic patients who got cured by OJAMIN, themselves became distributors of this medicine, thus creating business opportunities, and hence revenue generation, to almost 150 people in Maharashtra alone.

- Once a person starts taking this medicine, he is refrained from all the vices such as liquor, tobacco, etc. thereby improving his family and social life.
- Even the Chief Minister of Maharashtra has found the medicine effective and will be soon honouring the firm with an appreciation certificate.
- They have been able to change people's mindset ('once a diabetic, always a diabetic') about diabetes and instill confidence in them that diabetes not only can be controlled but also can be completely cured. This has been their biggest achievement.

**Market:** Whole of India (Karnataka, Bangalore, Goa, Tamil nadu, Andhra Pradesh, Madhya Pradesh, Gujarat, Rajasthan) and foreign countries like England, Canada, Japan, Malaysia, Israel, Saudi Arabia among others.

**Recent Developments:** A unique eye-drop that can cure cataract, night-blindness, color-blindness, optical-nerve blindness and glaucoma without undergoing surgery.

**Promotions:** Through Web portals, print & electronic media. Collaterals, word of mouth publicity etc.

**Expansion Plans:** They are coming up with a number of unique herbal products like medicines for psoriasis, pimples & other skin related ailments.

- Anti-viral drug for Dengue, Chikungunya and Swine-Flu.
- A kidney activation product for those suffering from kidney failures.
- They are also sorting recognition from WHO (World Health Organization) for their products.



**Recreational Facilities for staff members:**

Currently they have 7 staff members who are considered as members of a family. There are regular increments in their salaries, hard work is rewarded and appreciated. All round development of the employees is ensured by which their progress is assured even when they leave the organization.

**Mantras to become a successful entrepreneur:**

Sincerity combined with hard work, positive attitude, being trustworthy, having faith in what you do and always wish well for others; success will follow.

**Brand Values:** Quality, Integrity, Straight-forward business, consistency, confidence, faith and trust.

**Corporate Social Responsibility:** Concession for senior citizens, free of cost medicines for under-privileged sections of the society

**Great things you must know about them:** Mr. Prakash Tate is the District Chairman for Diabetes Awareness, Mumbai.

- Member of Lions Clubs International.
- They do not take credit nor give credit (straightforward & transparent business)
- First to make a medicine in liquid form for Diabetes.

