

# DOCTOR OF FRAGRANCE



## THE LEGENDARY PERFUMER OF ALL TIME ( UAE )

### Dr. Yusuf Bhai

Dr. Yusuf Madappan, affectionately known as Yusuf Bhai, is a master perfumer whose journey begins in a coastal town filled with the evocative aromas of the sea and bustling markets. From these humble beginnings, he develops an innate talent for capturing the essence of his surroundings and transforming them into unique fragrances. His creations are marked by authenticity and nostalgia, reflecting the rich diversity of his early experiences.







Yusuf Bhai's vision is to connect hearts globally through fragrances that evoke memories. His mission is to redefine luxury fragrance by offering innovative, sustainable, and affordable scents, making them accessible to people worldwide. He believes scents have the power to transport individuals to significant memories and emotions, and his perfumes reflect this, rejuvenating the senses and evoking deep connections with the past.

Inspired by his late brother Abdul Aziz Madappan, Yusuf Bhai expands his business by developing his own fragrances and reinventing classic perfumes and incense tied to historical events. His passion for perfumery is evident in the distinct aromas he creates, filled with vitality and intimacy.



Teeb Emirates, led by Yusuf Bhai's brother Mr. Jalal and based in Dubai, has grown from a humble beginning to five outlets, now rebranded as Yusuf Bhai Fragrances. The company is poised for further expansion, driven by innovation and excellence.

Yusuf Bhai's journey is covered by major media outlets such as Khaleej Times and CNN Arabic. He is honoured with the India Book of Records and recently received his third doctorate for his contributions to the perfumery industry. His story is one of passion, innovation, and the universal connection through scent, leaving a lasting impact on the world of perfumery.