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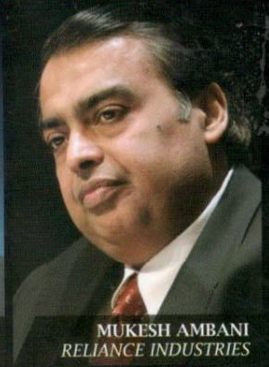
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## S M RAJU

INVENTOR  
MIRACLE DRINKS

### NEW-AGE FATHER OF AYURVEDA

A plethora of words like ace biologist, avid researcher, innovative inventor, environmentalist and social activist fail to capture the complete essence of this Ayurvedic whiz, S M Raju, who has become a living legend, with the purpose to improve people's health and well-being. Life-giving Ayurvedic medicines aptly named under the brand 'Miracle Drinks' invented by S M Raju have taken the alternative medicine world by storm.

#### THE THERAPEUTIC 'MIRACLE DRINKS'

The 100% herbal extracts not only cure particular ailments but also balance the metabolic activity of the body. The drinks are chemical- and metal-free, with only 0.05% preservatives. Quite a few influential people from India and abroad have been cured of incurable disorders and have become propagators of Miracle Drinks! It was a big moment when AYUSH granted the company drug license in June 2015. For the

commercial production of these health drinks, S M Raju gave the formulae to Mallur Flora, Bangalore. The 'wow' factor about the deal was the agreement that half of the profits would go towards the education of the poor rural children in Gurukulashram!

#### AYURVEDA - NATURE'S SECRET OF HEALTH!

Lauded as the world's oldest medicine system, Ayurveda is a concept for a healthy way of life. Ayurveda is based on specific diets, and medicines are made from herbal compounds and are customised as per an individual's body type. S M Raju derived his formulations from the old Vedic literature on Ayurveda and cured his father of a kidney ailment and his son from blood cancer. So effective are the medicines that the esteemed volunteers always swear by the efficacy, especially those suffering from chronic ailments. Patients who got cured through his medicines started calling them 'Miracle Drinks,' which soon became the name of the brand.

#### MANY REASONS TO TOAST THIS ACHIEVER

An agriculture science graduate and a senior civil servant by profession, hailing from Karnataka, S M Raju is worth his weight in gold. In the last 25 years of serving Bihar as a senior IAS officer, he has taken path-breaking actions to eliminate poverty in rural Bihar through social forestry, by invoking the Mahatma Gandhi National Rural Employment Guarantee Act. He was instrumental in spreading environmental awareness in Bihar, thus undoing the ill-effects of forest cover depletion. When he was the district magistrate of Gaya, he transformed the Mahabodhi temple and its surroundings, making good use of the overseas economic co-operative fund, thus elevating the temple complex to a world heritage monument status endowed by the UNESCO. He has also earned a place in 'The Guinness Book of World Records' by planting a record 9.6 million plants in a single day in Bihar, with the help of the local people. Besides being a people's man, S M Raju stands tall creating wonderful concoctions for people's eternal wellness by reviving India's forgotten Ayurvedic secrets.