

From Oud to Vetiver: Indian Ingredients Lead Global Perfumery

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Indian scent ingredients — long rooted in regional rituals and traditional perfumery — are increasingly shaping the **global fine fragrance industry**, blending authenticity with luxurious appeal, experts say. Ingredients such as **oud, vetiver, jasmine sambac, tuberose, nagarmotha and patchouli** once associated primarily with Indian attars and local customs are now prized by perfumers in fragrance capitals like **Paris, Dubai and New York**.

According to **Amita Agrawal, Director of Perfumery at Mysore Deep Perfumery House & Zed Black**, international brands are actively sourcing these botanicals for **premium Eau de Parfum (EDP) formulations** that demand **depth, longevity and a genuine sensory story** — qualities often missing from synthetic substitutes.

Why Indian Aromatics Are Favoured

Unlike synthetic compounds, natural Indian botanicals carry **rich olfactory complexity and molecular stability** that contribute to longer-lasting, more layered fragrances. This has helped Indian materials move from niche 'exotic notes' to **core components in luxury perfume blends** favoured worldwide.

"Indian ingredients do not merely add aroma," Agrawal explains, "they add narrative — evoking heritage, memory and cultural depth."

Signature Indian Ingredients Leading the Trend

- **Indian Oud** — Traditionally prized in Middle Eastern perfumery, Indian oud's *smoky, resinous richness* gives compositions exceptional depth and evolution on the skin — making it a favourite in high-end fragrances.
- **Vetiver (Khus)** — Known for its *fresh earthiness*, vetiver balances heavier notes with elegance and sophistication. Its versatility makes it valuable in both masculine and unisex scents.
- **Jasmine Sambac & Tuberose** — These florals offer *intoxicating sweetness and floral resonance*, enhancing romantic and opulent perfume blends with cultural resonance.
- **Nagarmotha & Patchouli** — Once overlooked, these deep, woody and earthy notes are gaining acclaim for adding complexity and grounded richness to modern blends.

Tradition Meets Modern Luxury

Historically, Indian perfumery — particularly the **attar tradition from Kannauj** — emphasised **steam-distilled natural essences** derived from flowers, woods and spices and blended into sandalwood oil for richness and longevity. This craftsmanship has created a reservoir of raw material expertise that international houses now draw upon.

Today's global perfume consumers are looking for **authentic scents that tell a story**, a shift away from generic mass-produced fragrances. Indian botanicals, steeped in cultural memory and natural complexity, are fulfilling this demand

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