

## Banking on core competence : Advanced Microdevices

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Advanced Microdevices (MDI) is a leader in innovative membrane technologies. Starting from a single person R&D operation in 1976, MDI has developed into a dedicated team of 300 personnel with more than 15,000 products. The company has created a niche for itself in the world market by developing latest technologies at low cost and commercializing internationally accepted products at competitive prices.

Continuing to grow, the company recorded an estimated Rs 102 crore revenue in the FY 2013-14 as compared to Rs 91 crore in the last fiscal year. The company has been growing at a double digit rate annually and it is expected to maintain the same in the coming years.

MDI has grown into a vertically integrated company that helps deliver prototypes rapidly for quicker movement of products to the market. It has a unique interdisciplinary expertise which allows it a very fast turnaround in developing new and customized products for its customers. The focus at MDI is on using its membrane technologies as a platform for developing new value added products for use in filtration and separation. The membranes ranging from Nitrocellulose, Nylon, Polyethersulfone, PTFE, and PVDF along with glassfibre and polypropylene separation material are being manufactured.

The company's products are used for sterilization of injectable drugs, for sterility testing, for sample preparation of drugs that are tested with highly sophisticated instrumentation, for the development of new drugs, for making reliable immunoassays

used in testing diseases at a patient's bedside. The company's core competence is its ability to develop new membrane technologies and innovate existing ones to deliver customer benefits.