

Consolidates position by boosting infrastructure

11 July 2011 | News



RANK 12

aims to emerge as a strong distribution firm

Revenue **₹96.52 Crore**

Genetix Biotech Asia

CEO: Mr Arun Prakash

Business: Technical support and distribution of life sciences supplies

Start-up Year: 1991

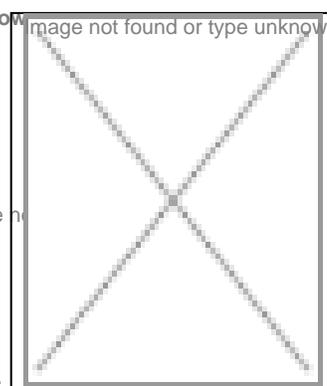
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Genetix seeks to consolidate its position in manufacturing of new products and



Genetix Biotech Asia is not only the distributor of major life sciences' brands but is also the manufacturer of many laboratory research products. By implementation of correct strategies and innovation, the company has been able to double its revenue during the last five years. In FY 2010-11, the company registered growth and touched a revenue of ₹96.52 crore as compared to ₹90 crore in the previous

Genetix represents market leaders in the life sciences industry including, Stratagene, HyClone, Qiagen, Nalgene

In 2010, Genetix put up a state-of-the-art clean room facility for moulding laboratory plastics in a special economic zone, 250 km North of New Delhi. The company is investing heavily into the further expansion of R&D for the development of a number of new products, and is also conducting validation and trouble shooting for products that are being imported. During 2010, the indigenously manufactured, thermal cycler, CG Palm Cycler, exceeded the quality control parameters and has been well received by its

customers.

To further improve the customer relations, Genetix installed SAP, which is customized to provide faster and more efficient service to its customers. In 2009, Genetix acquired the business of thermal cyclers from Corbett Research, Australia, and moved its production down to India. This is an ISO 9000 and TUV certified facility for manufacturing 'Palm Cyclers' PCR machines that would be distributed to India and 30 other countries.

Mr Arun Prakash, CEO, Genetix Biotech Asia, while talking about the future strategy, said, "Genetix is committed to enhancing its image as the most preferred supplier of consumables and instruments to the biotech research and vaccine production market segment. Besides that, we are aiming to cover around 50 percent of the business revenue from our own brand CELLclone." Banking on the technical collaborations, the company is optimistic that it will exceed sales of **₹140 crore** in the current financial year.