

## One-stop shop-Biolinx

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Rank: 11  
Segment: BioSupplier-Distributor  
Organization: Biolinx Labsystems  
CEO: Mr Mittal Gor  
Bioscience Revenue: Rs 16 crore

Biolinx Labsystems provides complete lab solutions, positioning itself as a one-stop-shop for sourcing, procuring and consolidation to help its clients save time, resource, and money.

The company specializes in sourcing quality lab products from top manufacturers for complete warranty assurance. It offers direct dispatch from manufacturer's premises or in consideration with its freight forwarding agents. The year 2014-15 was another landmark year for Biolinx in terms of growth. In spite of overall slowdown in research funding, it grew substantially.

It has been awarded as the 'Excellent Performer in Laboratory Equipments' with a Gold Award trophy for overall sales in India, by Thermo Scientific for the last three consecutive years. It was also honored as the 'Key Channel Partner' from Bio-rad Laboratories for outperforming the sales numbers in the segment of life science gadgets and consumables.

Pharmalytica 2015 awarded it with a trophy for the category of best marketing activities, thus adding one more feather in the list of achievements. One of its key strategies includes providing timely services and giving customers a peace of mind by taking care of all issues related to instruments. It also creates a customer segmentation model based on factors including requirement, profitability, growth and importance of the business. Biolinx ensures functional departments are structured appropriately to support growth of the business. Venturing into capital niche market products for life science market also serves as one of its strategies.

A wide range of products were introduced by the company during the year which includes fermenters, automated glassware washers, flame photometers, multi angle light detection systems (MALS), field flow fractionation Systems (FFF), chlorine dioxide fumigation systems, liquid-solid biowaste systems, vacuum homogenizer, viscometer, rheometer, refractmeters, density meters, and titrators. Under the leadership of Mr Mittal Biolinx registered almost an average growth of 40 percent per year. Mr Mittal says that currently the market trend is more towards manufacturing of stable biopharmaceuticals and formulation products.

The company this year has also set up of an entire R&D facility for Reliance Industries. It has received major orders from Zydus Cadila, Lupin, National Institute of Pharmaceutical Education and Research (NIPER), BV Patel Pharmaceutical Education and Research (PERD), Bhabha Atomic Research Centre (BARC), Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute (KDAH), and National Centre For Cell Science (NCCS).