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Profiles - Invitrogen Bioservices India

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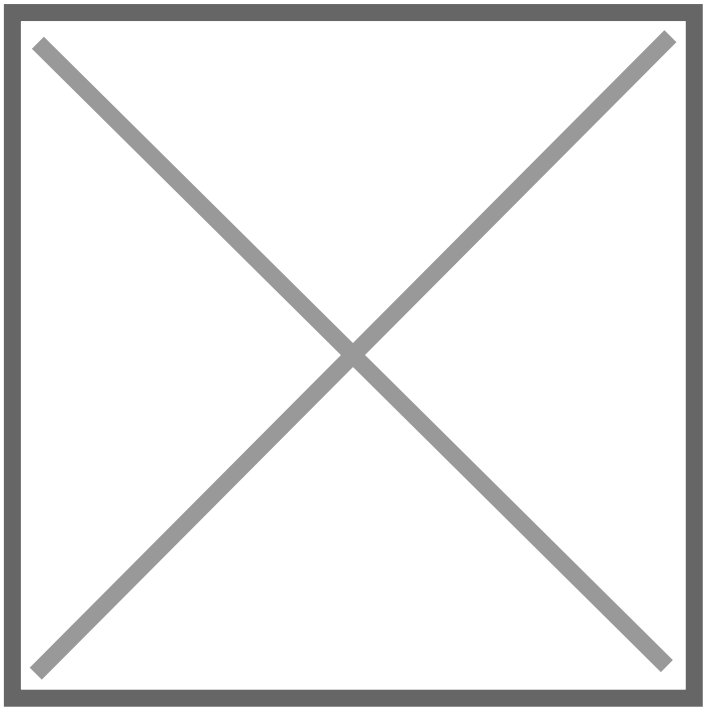

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Distribution center to open new doors

With the inauguration of its $3 million India Distribution Center (IDC), Invitrogen hopes to further improve supply time cycles and quickly introduce newer products

Life Technologies operates in India through its subsidiary Invitrogen Bioservices. Exhibiting a robust growth of 30 percent over the previous year, Invitrogen has continued its upward trajectory as its estimated life sciences revenue for 2011-12 stood at 234 core. With its product range encompassing everything from laboratory consumables to molecular probes and instruments, Invitrogen's products are said to be found in more than 90 percent research labs in India.

Over the last few years, Life Technologies is making strong inroads into the local markets by taking a few strategic steps, which included the acquisition of Applied Biosystems in late 2010. Another important step was the inauguration of its India Distribution Center (IDC) in Bangalore last year in July. This move has allowed for faster deliveries of its products to locations across India. The center spread across 25,000 sq. ft, is based on a hub and spoke model, wherein the Bangalore center will act as the primary location for the distribution services. The center will also help make available a wide range of products and specialized technologies in India.

Since the company started its operations in India, there has been a four fold increase in the number of items shipped per day. The quality of distribution has also shown good progress with its order fulfillment rate going up by over 50 percent.

According to Devashsis Ohri MD, Invitrogen Bioservices India, Ã¢â?¬Å?The major advantage with the start of this center has been the reduction of time cycles for the delivery of products and acceleration of the use of newer technologies.Ã¢â?¬?

Invitrogen has also pursued research projects in specialty areas, such as stem cells and bioinformatics. In one of its projects, Life Technologies and SG Biofuels, completed the sequencing of the Jatropha curcas genome to 100x coverage, using the Sold 4.0 system last year. The sequence significantly accelerated the identification of key trials for the oilseeds-producing crop. Its Ion Torrent and Ion Proton DNA sequencing platforms, based on innovative semiconductor technology, are making rapid advances in sequencing technologies.

Additionally the company also has a technical and customer support team to support global markets and best-in-the-class demonstration labs where a customer can work on a wide range of technologies and equipment to get hands-on experience.

Business: Manufacturer and supplier of biotech consumables and instruments
MD: Devashish Ohri
Revenue: 234 crore*
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