

Profiles - Sigma Aldrich Chemicals

16 July 2012 | News



10-acre sigmaaldrich

Targetting wider reach

With the inauguration of a new storage and distribution center in Bangalore, Sigma Aldrich is hoping to further improve its presence in the South East Asian markets

Sigma Aldrich achieved a double digit growth of 20 percent as its revenue stood at **INR 147.60 crore in 2011**. This is in tune with the accelerated growth that the company is seeing in emerging markets, where countries such as India have contributed greatly to the company's global earnings.

In terms of products, Sigma Aldrich has been investing in developing biomolecules and antibodies. Currently, the company offers over 50,000 brands of antibodies. Additionally, Sigma Aldrich is also licensing platform technologies which can be used to conduct further research on creating different cell lines and animal models.

To commemorate the completion of two decades in India, Sigma Aldrich inaugurated a new distribution center in Bangalore this year. The \$5 million center, spread over 68,000 sq. ft, is meant to enhance its existing storage and distribution capabilities for customers all over Asia Pacific. The existing 10-acre campus will continue to house the administrative offices, sales, marketing and distribution functions, and manufacturing. The state-of-the-art facilities have enabled Sigma Aldrich to achieve a shipping accuracy of 99.91 percent to its customers, since the start of the center.

While the company employs over 9,000 employees in 40 countries, in India the company's total strength stands at 250, which includes 45 scientists. About 20 percent of the workforce comprises of the sales and marketing staff.

Recently, Sigma Aldrich acquired BioReliance, a provider of global biopharmaceutical testing services. This acquisition was made keeping in mind, the expected growth over the next few years of the life sciences and biopharma industries. This move would enable the company to combine its expertise in molecular reagents and biomolecules with the biologic, toxicology and animal health testing, offered by Bioreliance, for drug development.

Sigma Aldrich's with strong operational capabilities, and a wide range of reagents and specialized products, is focusing on emerging markets including India for increased opportunities. It is aiming for a 20 percent growth in coming few years. It is also increasing its investments in India. Currently there exist both direct and indirect partnership approaches with dealers and Sigma has more than 100 distributors to help it to expand its reach in India.

Business: Manufacture and supply of analytical, biological, chemistry products

MD: Raja Ram

Revenue: ₹147.6 crore*
For type unknown

Start-up year: 1992

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