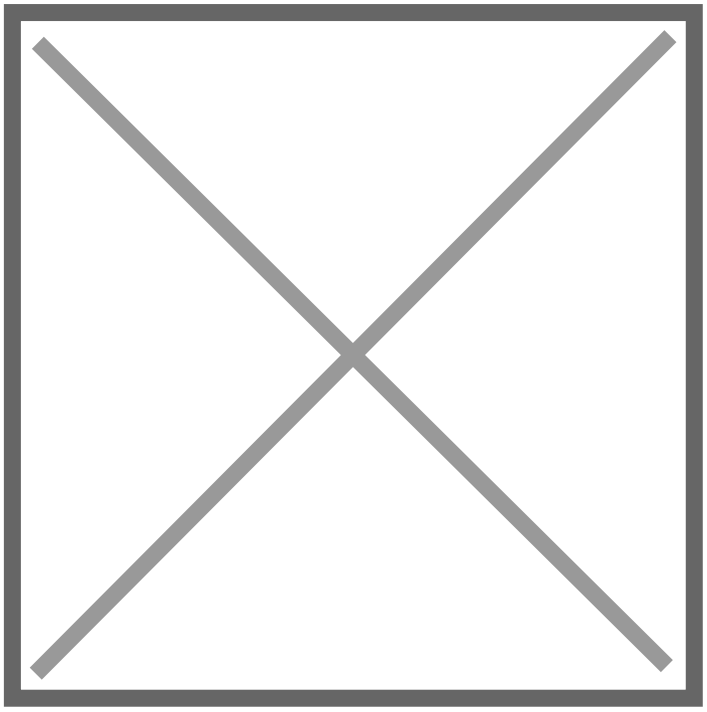
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Profiles - Medispec India

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Vippulmedispec

Concentrating on high-end products

Instead of spending its sales efforts in chasing low-value instruments, the company this year concentrated on high-value sales

Medispec India (MIL) is involved in marketing, sales and service of medical, analytical, and diagnostic laboratory products for overseas manufacturers. Its products include microplate instrumentation systems, CO2 incubators, bio-safety cabinets, laminar flow hoods, gel documentation systems, molecular biology systems, variety of lab equipment, microbial contamination detection systems, and personal protection suits. The company clocked revenues of 69.16 crore in 2011-12 as against 58.38 crore in 2010-11.

This year, despite a slump in the overall industry and cut in R&D spends, the company saw a growth in its sales. Vippul Chhatbar, managing director, MIL, says Ã¢â?¬Å?We managed to get orders and thus be on our growth path.Ã¢â?¬? Instead of spending its sales efforts in chasing low-value instruments, the company this year concentrated on high-value sales. Ã¢â?¬Å?We were able to secure business from new start-ups,Ã¢â?¬? adds Chhatbar. The installed base for MIL has crossed 2,000 systems this year.

During the year, MIL also introduced a new range of products in the Indian market. This included a new range of synergy multi mode readers and touch-screen microplate washers from BioTek Instruments. MIL also added more advanced CO2 incubators from Nuaire to its portfolio. Ã¢â?¬Å?We started with ELISA processors last year. These handle eight micro plates, bringing down the sample turn-around time in diagnostic labs for multiple assays. We also launched HTC range from our principal Ditabis. The products are thermo mixers, block thermostats and aspiration systems,Ã¢â?¬? informs Chhatbar. The company has been distributing products for eight principals and this year it started distributing for additional companies which includes Ditabis for thermo mixers and heating blocks, Aikang Electronics for walkaway ELISA processors, and Kaltis for deep freezers.

Looking at the next 12 months, the main focus for the company would no doubt be the pharmaceutical sector. Ã¢â?¬Å?However with rupee weakening and an anticipation of slow growth, we plan to increase our product range such as walkaway processors, reagents and related products in our diagnostic division,Ã¢â?¬? adds Chhatbar. MIL is also looking to leverage on cervical screening by adding HPV testing. The other possibility that MIL is exploring includes particle counters to check cleanliness of environment in lab and other critical areas.

Business: Marketing, distribution, installation, servicing and calibration of biomedical, analytical, scientific and diagnostic systems
CEO: Vippul Chhatbar
Revenue: 69.16 crore
Address: Unit 223, Link Way Estate, New Link Road, Malad (West), Mumbai - 400 064
Tel: +91-22-28739944, 28734567
Fax: +91-22-28759944