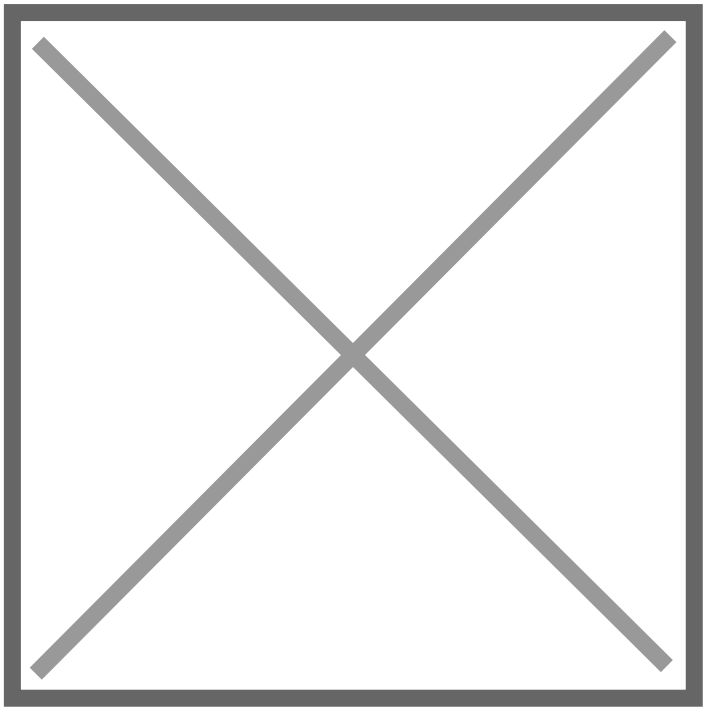
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# From selling to launching products

07 July 2010 | News



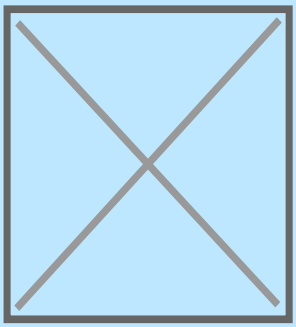
## 15
## Genetix Biotech Asia



**Head:** **Arun Prakash (CEO)**
**Business:** Technical support and distribution of life sciences products
**Start-up Year:**1989
**Address:** 71/1, Shivaji Marg, New Delhi-110015
**Tel:** +91-11-41427031
**Fax:** +91-11-25419631
**Website:** www.genetixbiotech.com

**Life Sciences Business (in Rs Crore)**

**Rs 90 Crore**



From a turnover of Rs 20,000 in 1990 to Rs 90 crore in 2010, Genetix has become one of the largest life science distribution companies in India

*With a move towards manufacturing and developing new products, Genetix is now all set to capture new markets*

Incorporated in the year 1989, Genetix Biotech Asia, started as an indenting company that moved into distribution in 1996, and manufacturing in 2008. Genetix has had the credit of bringing some of the best life sciences companies into India for the first time as brands such as Bio-rad, Stratagene, Qiagen, Invitrogen, Nunc-Nalgene, Hyclone and JRH.

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In 2009, after acquiring the business of manufacturing and global distribution of Thermo Cyclers from Corbett Research, Australia; Genetix became the first Indian company to manufacture PCR machines and export that to 35 countries worldwide (excluding the US).

The company has set up a state-of-the-art moulding facility in North India, with an investment of over Rs 41.80 crore ($9 mn), for molecular biology and cell culture products. Genetix has plans to set up developing and manufacturing facilities for many molecular biology reagents and kits to reduce its dependence on international suppliers.

Genetix caters to over 1,300 customers in India and overseas. The company is optimistic about crossing

Rs 110 crore sales in the current fiscal and is also committed to enhance its image as the most preferred supplier of consumables and instruments to the biotech research and vaccine production market segment.

Talking about the future strategy, Arun Prakash, CEO, Genetix Biotech Asia, says, Ã¢â?¬Å?We have been able to establish ourselves as strong distributor over-the-years and now have moved successfully into the manufacturing as well. The year 2010, would be a landmark in the history of Genetix as its focus moves from selling the international brands into launching its own products in India and Asian sub-continent.Ã¢â?¬?

In fiscal 2009-10, the company invested in further expansion of R&D laboratory for the development of a number of new products. The company also does validation and troubleshooting for products imported and regularly organizes demonstrations for the scientists during workshops or seminars on emerging technologies.