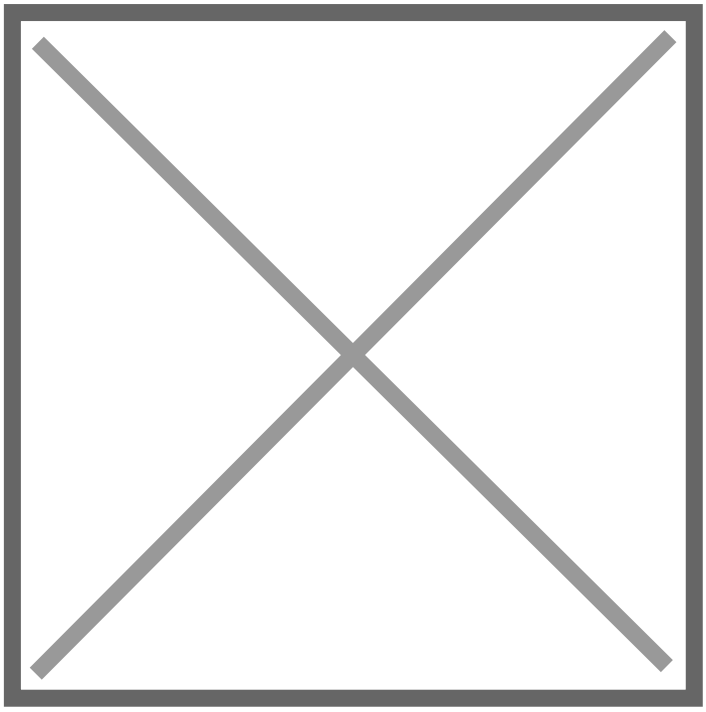


Profiles - Becton Dickinson

16 July 2012 | News



5sunittrivedidirector

Creating value for future

Becton Dickinson looks at tapping unexplored potential areas to provide high momentum growth for its flow cytometry business

US-based Becton Dickinson (BD) operates in India through a wholly-owned subsidiary, BD India. The BD Biosciences division of the company is a leader in the flow cytometry segment capturing almost 85 percent share of the total market in India. The division is focused on improving drug therapy, enhancing the speed of diagnosing infectious diseases, and advancing research and discovery of new drugs and vaccines. The estimated revenues of the Bioscience division for FY 2011-12 was ₹248.4 crore which was a 20 percent sump over the revenue figure of ₹207 crore in the previous fiscal.

Since the company caters to a very specific market, it enjoys complete monopoly over the segment of cell analysis and flow cytometry. BD's product range primarily finds its application in experimental stem cell therapy, but can also be used in nanobiotech, marine biotech, and sterile experimental stem cell therapy.

The company during last 15 years has invested heavily in training and education along with building strong after sales engineering support, which has helped BD to grab majority market share. During last few years, BD has established three centers for excellence (CoE) at NCBS, Bangalore, Kolkata University and CDRI Lucknow. Besides, it also has plans to establish seven new CoEs over next five years. In March 2012, the company established a fluorescence-activated cell sorting (FACS) academy in collaboration with Jamia Hamdard University, New Delhi.

The acquisition of Accuri Cytometers has helped BD to expand its presence into the emerging affordable personal flow cytometer space. The company expects the price of high-end analyzer that costs around $100k to go down by 50 percent.

BD is also investing heavily in special order research product (SORP) platforms to meet customized needs. It plans to approach the sorting market with personal sorters concept and will introduce FACSJaaz range of compact cell sorters shortly in the market.

According to the company, the business has multiplied 40 times in the last 15 years. The company's consumable business has grown well and it is investing in creating new market for capital instrumentation. The company foresees fast paced personal flow cytometry growing segment as an opportunity to consequently

grow its consumable business. The another major driver for the growth of the company is the customized instrumentation.

Business: Supplier of diagnostic bioresearch and medical equipment
Director, BD Biosciences: Sunit Trivedi
Revenue: ₹248.4 crore*
Start-up year: 1994
Address: 6th Floor, Signature Towers, B South City 1, Gurgaon-122001, Haryana
Tel: 91-124-2383566
Website: www.bd.com/india