



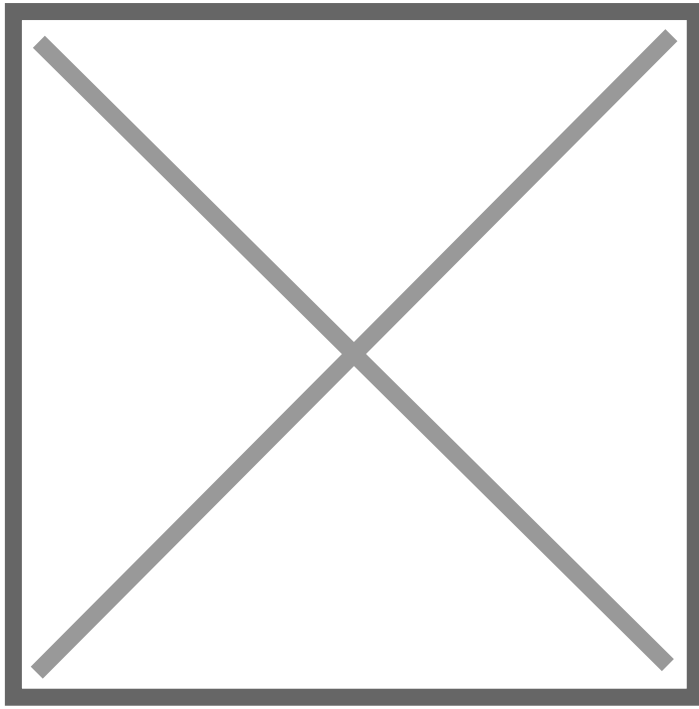
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Bringing international tools and techniques to India

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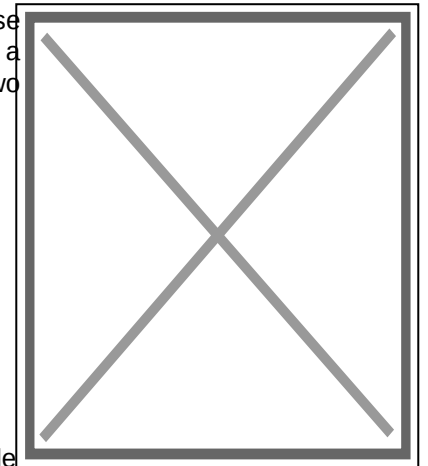


Bringing international tools and techniques to India

GENETIX

Established in 1991, Genetix Biotech Asia is one of the first few companies to warehouse life sciences products from its major suppliers. Its business of stock and sell has been a real success story as the company has grown by 100 percent every year for the last two years. The revenue figure of Genetix in 2003-2004 is projected to be Rs 25 crore.

Genetix is among the few companies, which is supplying world's latest technologies and tools to the Indian biotech industry. It represents some of the world leaders in biotechnology/life science products like filtration systems and devices, molecular biology kits and reagents, biochemistry, protein chemistry and immunology reagents, chemicals used in cell and tissue culture, serum, media and chromatography accessories. It started its work for the Indian biotech industry almost ten years ago as an indenting company for marketing and providing technical support to Indian customers for all the products in its portfolio. Now, with the advent of new initiatives in the Indian biotech industry, Arun Prakash, MD Genetix, is confident that the company's graph will rise. Speaking about this niche market segment, Arun said, "now the picture of the industry is getting more favorable for the entrepreneurs. New companies are also showing good interest. The Indian biotech industry has shown good growth for the past four or five years and all these signs are showing that the next five to ten years will witness a great boost for the industry. It has also been estimated that the industry is growing by 20 to 25 percent."



Companies represented by Genetix

Life Sciences Division

- Qiagen GmbH
- Operon Technologies
- Ambion, USA
- MBI Fermentas
- Biometra GmbH
- Amresco, USA
- JRH Biosciences, Australia
- SantaCruz Biotech
- Upstate Biotech, USA
- Amaxa Biosystems GmbH
- Duchefa Biochemicals BV
- Nalgene Nunc International, USA
- Nunc A/S, Denmark
- ICN Biomedical
- AB Biodisk, Sweden
- Invivogen, USA
- Cayman Chemical
- Tosoh Biosciences, GmbH
- Mobi Tec GmbH
- Thomas Scientific USA

Process Separation Division

- NalgeNunc International, USA
- Nunc A/S, Denmark
- TosoHBiosep GmbH
- HyClone, USA
- Sanitech (Saint Gobain Performance Plastics)
- Kimble Kontess
- Spectrum Laboratories

Commenting on industry dynamics, he added, "in India, most federal government funded customers prefer to order directly with the parent companies, as they are custom duty exempted but only for the R&D work. Way back in 1996, Genetix took advantage of the growing market in private sector and reduction in custom tariffs to import and 'stock and sell' over 2500 products from international brand names like Nalgene, Nunc, Clontech, Qiagen, Hyclone, Pierce, Amresco, SantaCruz and others. Our business partners in the US and Europe have been very supportive so as to offer us very attractive transfer prices to off-load some part of custom tariffs, which varies between 54-72 percent."

Informing about the company's experience in the industry, sales manager (HRD and Logistics), AS Anthwal said, "the company's team is its strength. The skilled technical workforce we have is making us successful. Business/technical representatives of Genetix have a sound technical background in life sciences and industrial biotechnology. They have also undertaken technical training programs with our principals in India or abroad.

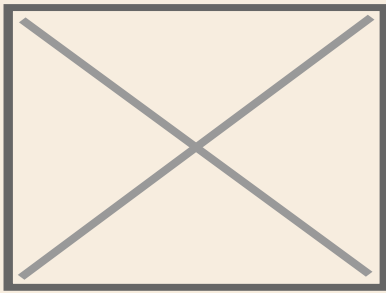
The qualification of technical support team is specialization in molecular biology with PhD/post doctorate in biochemistry. This gives our customers strong confidence on us."Regional manager of Qiagen, Dr Astrid Lefringhausen, who was recently in India, appreciated Genetix's Indian marketing partner. She said, "Qiagen's marketing strategy for Indian operations has the strong support of Genetix's nationwide network and technical competency."

The company has sales representatives in all major cities of the country. Genetix has several divisions to facilitate systematic and streamlined working. The Life sciences/clinical division has a well qualified technical team having experience in all molecular biology techniques like PCR, sequencing, cloning, etc. The company has expertise in in-situ hybridization/immunohistochemistry, translation /transcription, cell and tissue culture techniques, immuno diagnostics and protein chemistry.

The process and separation division provides application support for up and downstream processes to pharma and vaccine companies

It is notable that Genetix has a firm grasp of the functional intricacies of the bureaucracy in India. This is of considerable advantage in expediting the procedural machinery, particularly in view of its major clientele in India, which consists of government or government funded bodies. With its expertise and experience the company is all set to sustain itself and grown along with the industry.

"Import duties needs to be cut short"



A company's strength lies in its technical competence, sales skills, coverage and warehousing. And the person in charge of these policy decisions is none other than the MD of the company. Coming to Genetix, under the leadership of Arun Prakash, MD, Genetix, the company has achieved new heights. Being in the industry for more than ten years and supplying international quality products is a challenge in itself. Talking to BioSpectrum, Arun Prakash sketched a clear and broad picture of the Indian biotech Industry.

You have completed more than ten years in the Indian biotech industry, how was the experience and how is the picture changing?

Being in this segment has given us a good experience. We were the first and the only company in India, which started warehousing of life sciences products. When we started, in 1991, the biotech industry was like a child, now it has become a youngster but maturity is yet to come. Technically speaking, in the last five years the industry has shown real growth. The industry is growing at rate of 20 to 25 percent, and this growth rate is quite impressive. And by looking at the present scenario, it can be predicted that this growth rate will continue for more years to come.

How is Genetix gearing up to face the changes in the industry? What are the new developments happening in the company?

We have recently set up a full-fledged molecular biology and cell culture laboratory for in-house training, customer demonstration/training and quality control back up. In future this facility will be utilized for running PCR courses for private diagnostic laboratories, develop molecular diagnostic products for infectious diseases and take up contract research. Since molecular biology is catching up with the industry, we have taken this initiative. But in terms of tie-ups, there are some surprises in store for the industry from our banner. As the deals have yet to take the final shape, it is not appropriate to disclose them now. Apart from that, we have to strengthen our focus of providing best available quality with an effective service to our customers.

What challenges lie ahead of your company in achieving the target?

The biggest challenge is the logistics. The high duty charges are also a major hurdle for any customer. Apart from these, the time consumed in delivering the products, storage conditions, exchange, etc. are among our list of hurdles or challenges. The amount of bureaucracy involved in any transaction is also responsible for the slow pace of the industry. India has highest duty charges in the whole Southeast Asian region.

The importance of biotech education is being increasingly recognized. How do you foresee this opportunity from the business point of view?

It is a positive indication that several educational bodies are taking biotech into their syllabus. This will generate the much-needed workforce for the industry in the future, and even in today's context, it leads to a great opportunity. I am talking about the establishment of laboratories at schools and colleges level. But at the same time, it is very critical from student's point of view to opt for biotech during his or her early stages of career.

Though Genetix is supplying the latest western technology and tools into India, how about the awareness level of western trends among the Indian scientific community?

India scientists are well aware of the latest tools and techniques used in biotech applications. But the factor differentiating us from west is that our scientific community does not trust those techniques and tools, which are catching up in the west. We consider only those techniques that are well established in west. This factor pushes us back in the race.

What will be the future of biotech in India? Which areas are going to be affected by the biotech buzz?

The future of pharma industry is going to be influenced by biotech in a big way. The coming years will definitely witness lot of biotech applications in therapeutics and medical diagnosis. The biotech trend is catching up fast in the pharma industry.

What policy amendments are required for the success of the Indian suppliers and why?

The duty structure needs to be looked upon. In my view, the duties should be cut short. This factor is affecting the customer buying power. This results in discouraging the industry in doing high-level R&D. Cost is the biggest factor for any project or research work. And for smooth running of R&D work, the researchers needs to motivated by cutting short the cost factor. The government should seriously think over it and come out with some positive action.

Where does India stands in comparison with other South Asian countries?

It is surprising to know that small countries like Singapore and Malaysia are investing a lot in infrastructure for the biotech

