

## Lisaline to grow at 12% this year

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Looking at the growth in the biopharmaceutical industry in India during the mid 1990s, Mr Virendra Tipnis, who was then heading Thermo Electron LLS India as its managing director, established Lisaline Lifescience Technologies in 1996. The company offers customized solutions for cold chain monitoring for segments like pharmaceutical companies, diagnostics and pathology labs, blood banks, the hospital sector, food processing, packaging and the

Over the years, Lisaline realized the scope in business of cold chain management for temperature-sensitive products in healthcare and the food industry. With the changing environment and needs of the customers, the company is now looking at launching two products in the current fiscal in India. Mr Ajit Tamhane, director, Lisaline Lifescience Technologies, gives an overview of the company's business in India while speaking

### **Q Brief us on Lisaline's business approach for the biopharmaceutical sector in India?**

The challenges in controlling cold chain breaks were serious. One of the key issues in cold chain management in the biopharmaceutical sector was, and still is, the proper monitoring of entire supply chain from the beginning till the end. Hence, Lisaline decided to enter into the business of cold chain monitoring solutions. Our strategy is to offer solutions from production until consumption. Lisaline's order booking in 2010-11 was close to `38.19 crore (\$8 million) and growth rate of the

company is 10 to 12 percent.

**Q What innovative technologies and solutions has Lisaline introduced in India?**

We have introduced various technologies to our customers covering vaccines, biotech, research and laboratory, like product monitoring solutions that include a range of indicators from Temp Time Corporation, US. The Vaccine Vial Monitors were used for the first time in 1996 for oral polio vaccine (OPV) and now are being used for all the EPI vaccines. The second area is facility monitoring solutions. Lisaline installed the first wireless real time data-logging systems from Oceansoft France in 2003.

It has successfully completed projects of monitoring multi-locations as well as transportation of vehicles through integrated wireless solution. To cater to the need of insulated packaging, Lisaline introduced Airliner, an insulated packaging for the next generation from Coldpack, France, used for transporting test samples, blood units, vaccines and biologicals at the right storage temperature.

**Q How is Lisaline looking at expanding in India in terms of manpower, infrastructure and money?**

Lisaline is expecting a growth of 12 percent this year. We are increasing our manpower, especially in the technical support department. We are establishing an assembly line for making customized temperature indicators and making insulating bags for biotech, hospital, blood bank and vaccine customers. A calibration lab is being expanded to cater to the additional demand for lab calibration.

**Q What new products and solutions will Lisaline launch this fiscal?**

As an extension to our current range, we are introducing a couple of products this year. One of them is dSEAL real time data-logging solution based on GPS and GPRS data transfer from Antaris, The Netherlands. This solution will offer real time monitoring of temperature, humidity, shocks and light for transportation vehicles. Currently, we are conducting trials with premium logistic service providers and pharma companies across India. The second product is ITAG, small PDF data monitors, that are used to analyse temperature of small shipments, palates without any downloading devices.

- **Nayantara Som** in Mumbai