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Focus on value added services

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Rank: 6
Segment: BioSupplier-Distributor
Organization: BI Biotech India
MD: Vinaya K Dubey
Revenue: Rs 34.32 crore

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Established in 1984, New Delhi-based BI Biotech India is a major distributor in biological research reagents, analytical equipments, plasticware and glassware. It is primarily involved in distribution of biological research reagents and equipment from major manufacturing companies from USA, Europe and China.

The organization has continually endeavored to achieve its objectives to provide high-quality and innovative products to scientists and researchers at competitive price in a timely fashion.

The organization has gained recognition by entrusting three fundamentals: Value, Service and Support. It is keen to make research easier for its customers by searching worldwide, and offering one of the world's most comprehensive lines of laboratory tools for life sciences.

Bibiotech stands has positioned itself as a preferred supplier in the life sciences market segment. It has earned credibility and established itself into the life science research market, with a key focus on providing customers with value added services.
Its key business strategies encompasses utilizing market orientation strategies, organizing more number of road shows, and reaching out to customers through e-mailers.

Mr Vinaya attributes the company's growth to its relentless customer services offered to its clients.

However, Government's instability and the fluctuations in Dollar and Indian prices led to a few setbacks for the company.

Bibiotech introduced its cost effective do-it-yourself ELISA Kit. It also introduced molecular range of products in its portfolio. It has also started offering freight free shipments for products.

In the next couple of years, it focuses on extending its sales network, enhancing services, and establishing itself as an important source, for not only its key products, but also for newly developed product alternatives.

Its partners include renowned names in the industry including Bellco, Bachem, Cedarlane, Tiangen Biotech, Santa Cruz Biotechnology, R&D Systems, Novus, Tocris, BostonBiochem, and AnaSpec.