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Towa remains steady for another consecutive year

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noThe revenue recorded by Towa Optics in FY 2013-14 stood at Rs 90.85 crore as compared to Rs 83.54 crore generated in FY 2012-13. The after sales support provided through its network of 10 branches spread all over India, is counted as the company's major strength.

Towa Optics as the authorized distributor, represents many leading international companies such as Nikon, Japan; Andor, UK; Linkam, UK, and Genikon, Italy, for their biological microscopes, imaging systems, cooled/uncooled scientific cameras, semi-conductor inspection equipment, controlled equipment, histopathology/cytology products etc. The company supplies Nikon's newÂ BioStation incubator imaging system that takes live cell imaging to new levels of sophistication by providing consistent environmental control of temperature, humidity, and gas concentration when managing, observing and recording cell growth, morphology, and protein expression in culture.

towaTowa has been an exclusive distributor of Nikon Corporation, Japan, for their biological microscopes in India. Initially, it was not easy to sell Nikon Microscopes, as it was known only for cameras. In a short time due to aggressive promotion and defined sales strategy Nikon Microscopes became popular and currently occupy more than 28 per cent market share.

Looking at the positive response from the market, Towa expanded its activities and ventured into biomedical and biotechnology research market. More than 50 percent of the revenue of the company comes from the microscopy division. As per the company management, its future plan for 2014-15 will be to continue with quality equipment and dedicated customer service, enabling us to propel and be ready for the next phase of growth.