

## Architects transformational medical technologies

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*Introducing new products like the ReadyToProcess portfolio and Biacore, GE Healthcare Life Sciences is consolidating its position in Indian life sciences sector.*

Headquartered in the UK, GE Healthcare is a \$17-billion unit of General Electric Company. GE Healthcare works in six different primary areas--diagnostic imaging, global services, clinical systems, medical diagnostics, integrated IT solutions and life sciences. The company is sharpening its focus on its life sciences business in India, driven largely by the growth in the domestic biotechnology sector. It is ramping up its overall India operations to cater to the customers' needs faster and more efficiently.

In 2007-08, the company's total sales revenue from the life sciences products in India grew to Rs 80 crore as against Rs 61.50 crore last year. The growth drivers were mainly the separation techniques, lifesciences instrumentation and filtration products.

As a leading supplier of systems and solutions in the biotech and biopharma space, GE Healthcare Life Sciences positions itself as a key "enabler" in getting drugs to market faster, better and more efficiently. GE Healthcare Life Sciences has been a key supplier of bioprocess, protein purification, chromatography, columns, media and filtration products to the major players in India in the biotech space and GE's products and services are generally regarded by customers as the best-in-class.

GE Healthcare Life Sciences has a strong commercial team in India with offices at Bangalore, Delhi, Chennai, Mumbai, Hyderabad, Kolkata, Pune and Chandigarh, besides a competent service team to serve its customers. Its BioInSite facility, available with some select systems, enables remote monitoring and diagnostics through a secure digital connection, thereby providing higher uptime and greater equipment productivity. The company intends to continue to invest in its manpower, skills, and competencies to address the growing needs of the India customers. Its R&D and training facilities and FastTrack Global Services at the GE John F Welch Global Research Centre at Bangalore further complements its commercial operations, and this is the key to providing a One-Stop-Shop solution to varied needs of all their Indian customers.

GE Healthcare has introduced a new portfolio of ready-to-use systems and devices designed for biopharmaceutical production. The ReadyToProcess portfolio is a range of products designed to meet the biopharmaceutical industry's need for increased speed, simplicity and safety in all areas of bioprocessing--from cell culture and fermentation to final purification.

In addition, GE Healthcare Life Sciences offers a very unique product called Biacore, which has niche applications in the areas of protein-protein interaction, binding affinity and kinetics. According to the company's officials, Biacore equipment is available in several models, and a large number of leading research institutions in India has been procuring this equipment from GE and this equipment is finding increased applications with BioPharma and Biotech customers as well.