

## Profiles - Waters India

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K. Venugopal, president

### 25 years of excellence

**Waters has shown an overall growth of 26%, largely credited to the mass spectrometry sales**

Celebrating its silver jubilee in India, Waters India crossed **INR 458.5 crore in revenues** last year. Waters India is the fastest growing Waters subsidiary in the world with a growth rate of over 26 percent. The strength of Waters India lies in the fact that the company is sharply focused on the separations segment, that has allowed Waters India to maintain a leadership profile.

Today, almost 70 percent of the large and medium sized pharma companies in India use a Waters' product. It has been widely credited for pioneering the ultra performance liquid chromatography (UPLC) systems worldwide. As the adoption of UPLC systems in quality control departments picks up pace, a strong growth in this segment is foreseen by Waters.

Waters India announced a host of new product launches in 2011-12. Three products were introduced in the mass spectrometry segment which includes the TQD tandem quadrupole mass detector. In the UPLC segment, Waters launched UPC2/Unify system and UPC I class.

Another remarkable achievement for Waters India was the first sale of its new product, UPLC Square, that was launched in India in May, just within a month of its global launch.

In 2011-12, Waters India garnered a market share of 30 percent in the mass spectrometry domain. The liquid chromatography domain, which is considered to be company's strong area, held over 40 percent of the total market sales.

In terms of allied products, Waters' signature software Empower for liquid chromatography systems, is used by thousands of scientists in India.

Waters entered into a collaboration with the Tecan group to bring in better automation of routine clinical laboratory assays. By combining Tecan's Freedom EVO liquid handling platform with Waters Acquity TQD liquid chromatography/mass spectrometer (LC/MS/MS) systems, Waters has been efficiently able to automate sample preparations.

In terms of investments, Waters India has been focusing on strengthening the applications laboratory in Bangalore, which develops solutions for Indian customers. This center also caters to increasing the knowledge base of trained individuals, by providing necessary training courses. It has also initiated online ordering by opening a new order center.

**Business:** Supplier of analytical instruments, consumables and solutions

**President:** K V Venugopalan

**Revenue:** 458.5 crore or type unknown

**Start-up year:** 1986

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