

## Profiles - Shimadzu Analytical (India)

16 July 2012 | News



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### Personalized support pays dividends

**Since its inception in India, Shimadzu's growth graph has been consistent**

Shimadzu Analytical (India) focuses primarily on offering technologies in the field of analytical, scientific instrumentation and process control, and environmental monitoring. For fiscal 2011-2012, the company clocked revenue of 201 crore from its life sciences business alone. Started as a direct subsidiary in 2006, in India, Shimadzu presently has five marketing partners, namely Spinco Biotech, Toshvin Analytical, Swan Environmental, Saksham Analytical Instruments, and Amkette Analytics.

Over the years, Shimadzu India has directed its efforts on investing in infrastructure development and strengthening of customer service, application support team, and training activities. The customer support center in Mumbai has been upgraded and expanded to support the latest technology. It now showcases majority of its recent releases and is fully equipped with trained staff to support these high-end instruments.

Shimadzu has also launched a wide range of products in the Indian market. In Tandem mass spectrometry segment, the company saw a successful launch of LCMS-8030 triple quadrupole mass spectrometer. This product was well received and accepted by the MS scientists.

The company has also launched mid-range UV-VIS Spectrophotometers, TOC-4200 (a New Generation On-

Line TOC Analyzer), SPM-9700 (a new model for Scanning Probe Microscope), ATX/ATY series, UV-2600/2700 (Range of Analytical balances), MOC63u (UniBloc Moisture Analyzer MOC63u), SALD-2300 (Laser Diffraction Particle Size Analyzer) and within the EZ-X Series, a new EZ Test (a Compact Tabletop Tester).

In May this year, the company in India, launched the GCMS-TQ8030 (Triple Quadrupole Gas Chromatograph Mass Spectrometer) under the Ultra Fast Mass Spectrometry series, the LCMS-8040 (a new Model Triple Quadrupole Liquid Chromatograph Mass Spectrometer under the ultra Fast Mass Spectrometry series) and LCMS-8080 (a new Model Triple Quadrupole Liquid Chromatograph Mass Spectrometer under the Ultra Fast Mass Spectrometry series). "We are confident to position the recently expanded UFMS series as we now have a complete MS product portfolio aiding best analytical solutions and ably backed by a strong application support team," says Senya Imamichi, managing director, Shimadzu India.

**Business:** Manufacturer of analytical instrumentation

**MD:** Senya Imamichi

**Revenue:** 201 crore

**Start-up year:** 2006

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