

Transasia expands into international markets

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Transasia continues its run in the international markets. The company entered the US, Italy and Turkish markets in FY 2010-11

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Transasia Bio-Medicals

CEO

Mr Suresh Vazirani

Business

Manufacturer and exporter of
diagnostic instruments

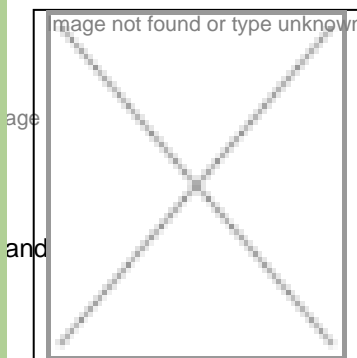
Start-up Year: 1979

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Mumbai-based Transasia Bio-Medicals Limited, a manufacturer and exporter of diagnostic instruments in India, witnessed a growth of 88 percent in 2010-11 by generating total sales revenue of 350 crore as compared to 186 crore in 2009-10. Transasia has acquired 40 percent market in the haematology segment and is looking to enlarge its market share in several segments including

The company has a 32-year track record in the industry and has successfully developed and manufactured hi-tech in vitro diagnostic (IVD) instruments and reagents. Started in 1979 as a marketing firm for a few imported diagnostic equipments, Transasia today has over 30,000 installations, supported by a network of 65 service centers and zonal offices spread across all the major cities. Fiscal 2010-2011, saw some eye-catching developments within the company's strategy, both in terms of market expansion and increase in its product basket. Says Mr Suresh Vazirani, CMD, Transasia Bio-Medicals, "We have expanded into international markets, where there is a potential for growth. We have made an entry in the US, Italy and Turkish market this year, after our entry in

Czech Republic and Russia in the last year.”

In order to boost its product basket, Transasia is looking at striking alliances with leading diagnostic companies in the world. Today, it has three manufacturing facilities in India, one each in Germany, Czech Republic, Italy and US.

On Jan 14, 2011, Erba Diagnostics Mannheim GmbH, a 100 percent Germany-based subsidiary of Transasia, acquired a 100 percent stake in Diasis Diagnostik Sistemler Ticaret Ve Sanayi A S, Istanbul, Turkey. Diasis is an ISO 9001/2000 and ISO 13485/2003 certified company that is involved in the development, production and marketing of products for IVD in the field of biochemistry, haematology and urine analysis.

Transasia, with the help of Erba Diagnostics, also acquired a majority stake in a US-based IVD company, Ivax Diagnostics. Ivax is a fully integrated in vitro diagnostics company that develops, manufactures and distributes proprietary diagnostic reagents, test kits and instrumentation for autoimmune and infectious diseases, in the US and other international markets.

Transasia also has an alliance called the Sysmex Network Communication System (SNCS), an internet based online customer service launched in collaboration with Sysmex.

The company now has major expansion plans up its sleeve. “If the IVD market continues to grow at 12-15 percent, we are looking at a growth rate of 30-40 percent year-on-year. We will see five-to-10 product launches this year in 2011,” says Dr Gurumukh Advani, president, sales and marketing. While small labs and government labs have been the main focus until date, the company is now looking at extending its products to corporate hospitals, CROs and chain laboratories. The company is also looking to scale up its infrastructure in several locations in India, including Mumbai, Baddi (Himachal Pradesh) and Daman.