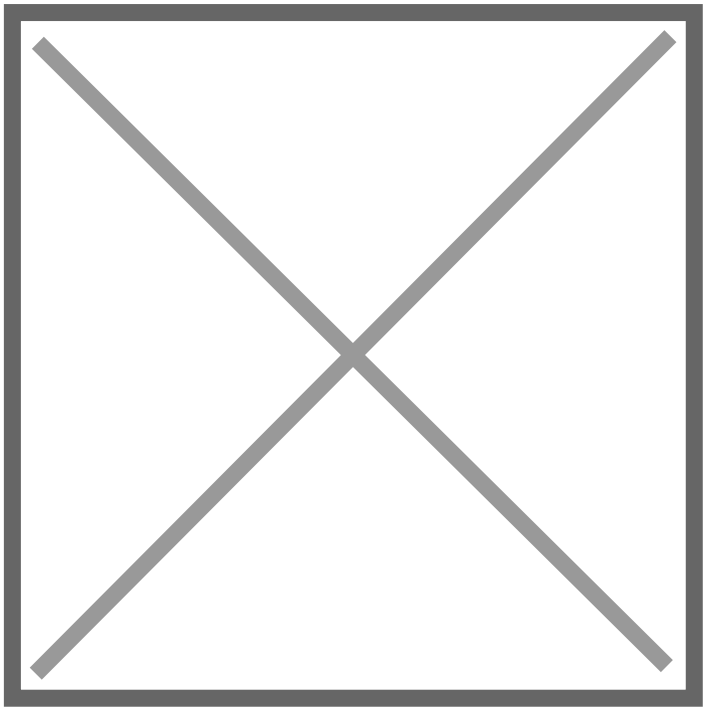
BioSpect
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Expands in personal flow cytometer segment

11 July 2011 | News



RANK 4

Revenue ₹207 crore*

Becton Dickinson

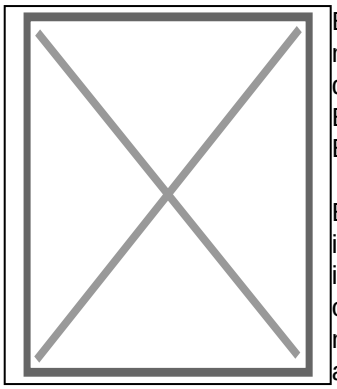
Director, BD Biosciences: Mr Sunit Trivedi

Business: Supplier of diagnostic bioresearch and medical equipment

Start-up Year: 1994

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With the takeover of Accuri, which has a range of compact and affordable products, the company is looking at significant growth in 2011



Becton Dickinson (BD) is a US-based company that manufactures and sells a broad range of medical supplies, devices, laboratory equipments and diagnostic products. BD operates in India through a wholly-owned subsidiary, BD India.

BD Biosciences, a division of BD India is focused on improving drug therapy, enhancing the speed of diagnosing infectious diseases, and advancing research and discovery of new drugs and vaccines. Since the company caters to a niche market, it enjoys a monopoly over the segment of cell analysis and flow cytometry.

According to BioSpectrum estimates, the revenue of the company for the year 2010-11 excluding the diagnostics is `207 crore, marking a growth of 15 percent over the revenue figure of `180 crore in the last fiscal. In the next financial year, the company is expecting a 30 percent growth. The company is a leader in the flow cytometry segment commanding almost 85 percent of the market in India.

Recently, BD acquired Accuri Cytometers, a US company. The acquisition expands BD's presence into the emerging affordable personal flow cytometer space. With this takeover of Accuri, which has a range of products that are compact, easy-to-use, and affordable, the company is looking at significant growth in 2011.

Besides the flow cytometry coupled with reagents, the company is also growing with its business unit, Pharmingen. The company has introduced more than 5,000 products addressing the needs of a broad spectrum of biomedical researchers.

Commenting on future plan for the the company, Mr Sunit Trivedi, director, BD Biosciences India says, "We certainly want to evolve. We will be targeting the huge biotechnology education research market and also focus on expanding our reach in training. The personalized flow cytometry and higher education market offer a huge opportunity for growth. We are trying to cater to this space with technology, affordability and easy-to-use products."