

Profiles - RFCL (Avantor Performance)

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12 Sushil Mehta and co

Improve product offerings, increased market presence

The global experience of Avantor has enabled RFCL to record a whopping 117% growth

The acquisition of RFCL by US-based Avantor Performance Materials Holdings has enabled the former to better serve existing and new customers in India, Asia and international markets. Avantor manufactures and markets high-performance chemicals and materials under several brand names, including JT Baker, Rankem, and Macron Fine Chemicals. While RFCL has benefited from the global experience of Avantor, the latter in exchange has utilized RFCL network in India to push its products into the market. For FY 2011-12, the company's revenue stood at ₹231.5 crore as compared to ₹106.7 crore in FY 2010-11.

RFCL is today a provider of fine chemicals, laboratory reagents and consumables for the medical diagnostics market. According to the top management, the company intends to bring to the market more advanced products through organic development and acquisition. For future growth, the company is looking at strengthening the performance businesses (pharmacopoeial and photovoltaic) to elevate value chain offerings. The company will also make available real-time information through B2B and B2C e-CRM to retain customers. It is also looking at investments in R&D to increase business vitality.

RFCL also entered into a strategic partnership with Integrated DNA Technologies, USA, for the marketing of custom nucleic acids to the Indian life science research community.

The company has also made new additions to its product basket. In the portfolio of Microlife (dehydrated culture media), Rankem has added 64 products which will give wider spectrum to different application areas. Acetonitrile HPLC Gradient Gold four liter pack has been introduced for critical applications and also for the applications at lower wavelengths. In molecular biology segment, 47 products were added to the fermentation area, where the purity and accuracy is now defined at upstream process.

Driven by its vision of "leveraging science to provide solutions for a better life", RFCL is aggressively building both its businesses backed by R&D, product development and manufacturing to offer value-added products and services to its target customers. The company in 2010 unveiled its new mid-term plan titled "Sprint 2014" which will enable RFCL to grow at a CAGR of 23 percent for the next four years.

Business: Manufacturing and marketing of fine chemicals and lab kits

Executive Vice President: Sushil Mehta

Revenue: ₹231.5 crore or type unknown

Start-up year: 2005

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