

## The growth story continues

30 December 2015 | Reports/white papers | By BioSpectrum Bureau

### The growth story continues



Rank: 4

Segment: BioSupplier-Distributor

Organization: Towa Optics India

MD: Mr Rakesh Batra

Bioscience Revenue: Rs 92.86 crore

In FY2014-15, New Delhi-based Towa Optics did Rs 92.86 crore of business as opposed to Rs 83.85 crore in the FY2013-14. The firm registered a growth of around 10 percent from the previous fiscal. Towa Optics (India) Pvt Ltd is the authorized distributor of many leading international companies such as Nikon Corporation, Japan; Andor, the UK; Bitplane, Switzerland; Linkam, the UK; and Laboratory Imaging, Czech for their products like Nikon biological & industrial microscopes, Andor EMCCD & SCMOS cameras, Spinning Disc Confocal, Imaris Imaging Software, Linkam Heating & Freezing stages, and Lucia Karyotyping/Fish/Cytogenetics system.

Towa has graphed a dramatic growth in sales in the past few years. The firm aspires not only to meet needs of the customer but also provide customers with new value that exceeds their expectations.

In one of the major deals in the last fiscal, Towa has set up an imaging facility at NCBS, Bangalore, for Nikon super resolution microscope.

Mr Rakesh Batra, managing director, joined the company in 1975. Under his dynamic leadership Towa diversified and entered into trading activities. Towa became exclusive distributors of Nikon Corporation, Japan, for the latter's biological microscopes in India. Initially it was not easy to sell Nikon microscopes, as it was known only for cameras. In a short time due to his aggressive promotion and defined sales strategy, Nikon microscopes became popular and currently occupy more than 28 percent market share. Looking at the positive response from the market Towa expanded their activities and ventured into

biomedical and biotechnology research market.

The firm says its plans for FY 2015-16 will be to continue with quality equipment and dedicated customer service that enables them to propel and be ready for the next phase of growth. On the revenue side, Towa is targeting a growth of 10 percent in the current financial year too.

Towa aims to provide high-quality instruments and equipment and dedicated services to its customers. By adding a consistent, comprehensive, value-oriented philosophy, the company is working to establish a business model within each stage of the process to enhance profitability as well as to make Towa more resilient to today's harsh and fast changing business environment. These efforts will make it more market responsive as a company.

It will be its endeavour to become a 'total solutions provider' to the scientific community. Keeping pace with the scientific development in India and worldwide, Towa focuses on being a customer oriented company by adhering to its principles of sincerity, customer services, business ethics and integrity