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20: JH Bio Innovations

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JH BIO Innovations has been in the bioscience business for 22 years. They are now a leading supplier of laboratory instruments and equipment for lifescience, pharmaceutical, molecular diagnostics, and food and environmental sectors.

With head office in Bangalore and branch offices at Delhi, Hyderabad, Pune, and Chennai, it has other resident representatives at Dharwad, Chandigarh, Lucknow, and Kolkata. All other important and potential places are covered through sub distributors or channel partners.

The company's product line includes full range of molecular spectroscopy products from Thermofisher Scientific with over 13 models of UV, VIS, UV-Vis spectrophotometers including micro and macro segments. The brands include NanoDrop, Evolution, Biomate, Spectronic, and Genesys. The list also includes fluorospectrometers, low voltage electron microscope from Delong, America and Confocal microscope from Yokogawa, Japan.

Nano particle size analyzer and zetapotential system from CORDOUAN Technologies, France, automated cell counter and handheld flow cytometer from ORFLO, USA, filter-based multimode readers from molecular devices, USA, are the company's new additions to its innovative product range. The company promotes its products through 10 major national events every year which include seminars, conferences, and exhibitions. It also spends substantial money on digital marketing including website, search engine optimization, e-mail marketing, and advertisements.

In its budget allocation for promotional activities, approximately 3 percent is allocated for annual sales. On the collaboration side, JH Bio Innovations bagged a major order from All India Institute of Medical Sciences (AIIMS) for setting up CSSD facility. In future, it expects to venture into medical instrumentation.

The company's revenue for FY 2012-13 stood at Rs 12,60,000.

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