

## Genetix banking on product diversification

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In FY 2013-14, Genetix recorded a revenue of Rs 105 crore as compared to Rs 96 crore in the previous fiscal. The company has a track record of being an established and preferred distributor to most of the private, government, and defence customers. Apart from that, the company has been trying to build its own brand by introducing world class quality products at most affordable prices.

Genetix initially started as an indenting company for marketing and providing technical support to Indian customers when most federal government funded customers in India preferred to order directly from the suppliers, as they enjoyed custom duty exemption for research and development.

The company represents market world leaders in biotechnology/lifesciences, laboratory, research products such as, filtration membranes and devices, molecular biology kits and reagents, biochemistry, protein assays, fine chemicals, immunology reagents, cell and tissue culture, serum and media, chromatography accessories, and various instruments for leading

multinational brands.

genetix

Since early nineties, Genetix Biotech Asia revolutionized the biotech research consumables supplier's industry business in India by taking a major initiative to import and stock a wide range of chemicals, reagents, enzymes, kits, laboratory plastic wares, instruments, chromatography columns, resins, and molecular diagnostic products. It represents world's leading companies (viz Thermo Fisher, Santa Cruz, Tosoh Bioceph, Microflex GE Life Sciences, and Perkin Elmer) spread across 3 continents. It claims to be the most preferred supplier to universities, biotech research institutes, vaccine manufactures, and also to a number of top hospitals and private nursing homes.

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