

## Hot Biotech Start-ups: Nature Biochem

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#### **Mr Srikanth Vemparala, co-founder, Nature Biochem** **2014: Success, milestones and failures**

Year 2014 means, for us, financial year 2014-15 which will end in March 2015. The year has been challenging in terms of business in India due to negative economic sentiment but from beginning of 2015 it seems that things are looking poised for growth with economic sentiment moving from negative to positive.

Company has got customer loyalty and satisfaction for sustained business. We have got success in new business segments / industries. The company has increased visibility and made inroads into new markets. These milestones will propel the company's growth in year 2015.

For any start up cutting costs is a challenge, we need to address this issue which can be a differentiator between failure & success in the long run.

Company has been successful in positioning itself as a product & technical service provider creating a sense of value for the customer in terms of product offering. It is on a long term growth path backed by a good business base. Some of the aspects like funding, scaling and policy are private matters of the company.

#### **2015: The Road ahead/Plans**

Consolidation of domestic business and thrust on export markets planned for year 2015. Diversification into new business segments / industries to hedge business from seasonal & cyclical nature of business in different industries.