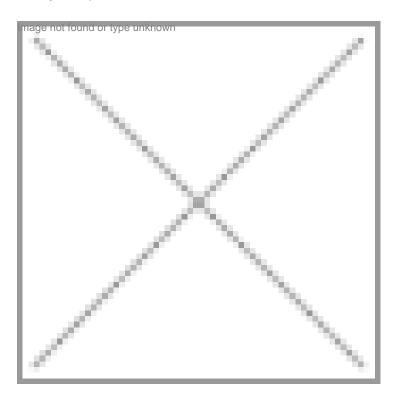


## **Customer-centric business model**

07 July 2010 | News





Head: Devashish Ohri (MD)
Business: Manufacturer and supplier

of biotech consumables and instruments

Start-up Year:2005

Address: First Technology Place, 3 EPIP, Whitefield, Bangalore-560066,

Karnataka

Tel: +91-80-41785400 Fax: +91-80-41680430 Website: www.invitrogen.com

## **Life Sciences Business**

manufacturing. (in Image not found or type unknown Rs 15

Technologies' Indian arm Invitrogen Bioservices India specializes in biotech umables and benchtop instruments. In 2005, Invitrogen commenced its India

A novel business model, brand value and global presence have accelerated the growth

Life Technologies Corporation, the US-based parent company of Invitrogen Bioservices

India, operates as a global biotech tools company focused on improving human health.

With more than 50,000 products used by more than 75,000 customers around the globe,

and with revenues clocking Rs 15,387 cr (\$3.3 bn) globally, Life Technologies is

advancing scientific research in the areas of academic research, drug discovery and

development, toxicology and forensics, disease diagnostics, clinical cell therapy,

rding to BioSpectrum estimates, Invitrogen is estimated to have registered life ices sales revenue of Rs 150 crore in FY 2009-10 as against Rs 120 crore in FY -09 from its India operations. Invitrogen is currently operating from its integrated -of-the-art facility in Bangalore. Through its products and services, the company a spectrum of scientific activities.

\* BioSpectrum estimates

Millipore's products are backed with service support through the company's extensive network of sales offices in India

The company's renowned brands include GIBCO (media, reagents, cells, and sera serum for cell culture), SuperScript (RT gene expression, cDNA synthesis), Lipofectamine (transfection reagents), Trizol and Trizol Plus (RNA purification system); instruments.

A customer-centric business model coupled with reliable and innovative brand value, strategic leadership, strong service delivery, dedicated workforce and global presence gen.

Devashish Ohri, managing director of Invitrogen's South Asia operations, says, "These are exciting times for biotech sector in India because of the huge chunk of innovation drugs going off-patent and the consequent rapid ramp up by key Indian biosimilar manufacturers. The government and private research laboratories have also ovation strategy.�

He opines that the next wave of growth will come from applied markets related to biofuels, diagnostics, forensics and agriculture.