

## Customer-centric business model

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

of biotech consumables and instruments

**Start-up Year:** 2005

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#### Life Sciences Business

(in  **Rs 15**

\* BioSpectrum estimates

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

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

According to *BioSpectrum* estimates, Invitrogen is estimated to have registered life sciences sales revenue of Rs 150 crore in FY 2009-10 as against Rs 120 crore in FY 2008-09 from its India operations. Invitrogen is currently operating from its integrated state-of-the-art facility in Bangalore. Through its products and services, the company offers a spectrum of scientific activities.

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); and various instruments.

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

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 adopted an innovation strategy."

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