

## Registers mild growth

30 December 2015 | Reports/white papers | By BioSpectrum Bureau

### Registers mild growth

Rank: 2  
Segment: BioSupplier-Distributor  
Organization: Imperial Life Sciences  
Director - Sales & Marketing: Mr Neeraj Gupta  
Revenue: Rs 219 crore

Imperial Life Sciences (ILS) has succeeded in retaining its business growth despite the adverse conditions in the market segments of its operation. As against Rs 212 crore registered during the FY2013-14, Imperial recorded Rs 219 crore in the current fiscal year.

The distributor company, known as complete solution provider in the instrumentation, reagents, and molecular diagnostics, has been utilizing every strategy to make its mark felt. It is known for its in-house services on Affymetrix and Agena Platforms along with bioinformatics. Besides this, it has the entire range of products for genomics, proteomics, cell culture, drug discovery and bio-production labs.

The basic plan in Imperial's current marketing strategy is to overcome the challenges of funding crunch in India. Company has managed to balance the sale by collaborating with some of the leading private companies in India especially on providing the services on Pacific Biosciences platforms. ILS executed a project in agri-genomics sector for total 10,000 samples which was a milestone to achieve.

Among the major announcements during 2014-15, the company has also started its in-house projects as a service provider especially on Microarrays and Mass Array technologies at cost-effective pricing. The company also stepped into molecular diagnostic market and is growing the business in this segment at a good pace.

It offers cutting edge solutions in molecular diagnostics backed by highly accurate and sensitive technologies for the non-invasive prenatal testing, prenatal and postnatal whole genome chromosomal microarray analysis, multiplexed genetic

screening tests for lung and colon cancer, genotyping based genetic tests for beta thalassemia, cystic fibrosis and blood group typing and custom project based service.

During the year, ILS also launched products and services including Massarray from Agena, and nCounter analysis system from NanoString. Among the major deals, Imperial started a separate division for advanced molecular diagnostics, service lab for Microarray and Massarray technology users apart from partnering with Agena Biosciences and NanoString technologies, leaders in Massarray and ncounter analysis technologies respectively.

As per the company's spokesperson, the biggest hindrance for the overall growth of the business was decreased funding from government bodies but Imperial took a proactive approach in order to meet the gap by majorly focusing on partnering with other private players in the markets. For future, company intends to get listed among topmost companies in the supplier industry for customer delight and all major business segments.