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the business of Bio & Health Sciences

February 2020

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“ We are here to reinvent the laboratory supply chain from offline to online, and be India's comprehensive platform for worldwide users to source laboratory, life science and diagnostic supplies ”

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Dr. S. Jhaveri, Founder & CEO, Biomall.in

# BIOSPECTRUM EXCELLENCE



March 27<sup>th</sup>, 2020, The Lalit Ashok, Bangalore

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# MNCS DOMINATE INDIAN BIOSUPPLIER MARKET

The biosciences revenue of the Indian BioSuppliers market touched Rs 7950 crore in 2018-19 registering a growth of 6 per cent over previous year's figure of Rs 7500 crore. Although India is suffering the after-effects of new tax reform applications, a massive generic drug industry and sprouting biotech startups, especially in medical and drug discovery, contract research areas, will continue to sustain growth of the market.

The overall analytical instruments market in India is over Rs 15000 crore growing at 4 per cent. Basic research, pharma and biotech, contract and clinical research are contributing over 50 per cent of the total market in the country. These biosuppliers are supporting the firms in public and private sectors comprising of academia, pharma and biotech companies, contract/ clinical research organisations (CROs) etc.

Top 3 BioSuppliers contribute to 35% of the total BioSupplier market and Top 20 BioSupplier companies contribute to 65% of the total BioSupplier market.

Principal companies are dominating the industry with 86% contribution (in terms of value of the market) while the distributors contribution is just 14%. In terms of the number of companies Principal companies are just over 100 while distributors are over 2500.

Mumbai tops the list of biosuppliers with contribution of 48% of the total BioSuppliers market of Rs 7950 crore (sales revenue from biosciences space) followed by Bangalore with 38% and New Delhi with 14% respectively.

Thermo Fisher Scientific India Pvt. Ltd. (Rs 840 crore), HiMedia Laboratories Pvt. Limited (Rs 650 crore) and Shimadzu Analytical (India) Pvt Ltd (Rs 467.50 crore) are the Top 3 BioSuppliers (sales revenue from biosciences space) who are leading the Biosuppliers Biosciences market in the western part of India for the year 2018-19.

Bangalore based Waters India Pvt Ltd and Sartorius Stedim India Pvt Ltd and Hyderabad based West Pharmaceutical Packaging India Pvt. Ltd are the Top 3 Biosuppliers (sales revenue from biosciences space) in the southern part of India with Rs 1200 crore, Rs 500 crore and Rs 370 crore respectively.

Waters India Pvt Ltd (Bangalore), Thermo Fisher Scientific India Pvt. Ltd. (Mumbai), HiMedia Laboratories Pvt. Limited (Mumbai), Sartorius Stedim India Pvt Ltd (Bangalore) and Shimadzu Analytical (India) Pvt Ltd (Mumbai) are Top 5 Principal suppliers in order.

New Delhi based DSS Imagetech Pvt. Ltd., Premas Life Sciences Pvt. Ltd. and Genetix Biotech Asia Pvt Limited and Mumbai based Saksham Technologies Private Limited and Esco Biotech Private Limited are the Top 5 distributors in descending order.

There are over 100 leading companies in analytical instruments space in the country who are dominating the space supported by hundreds of distributors/ channel partners spread across the country. **BS**

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# HOW ECOMMERCE AND DIGITALIZATION IS CHANGING BUSINESS LANDSCAPE



**Dr. S. Jhaveri**  
Founder and CEO,  
Biomall.in

As more and more people get online, the world will keep getting smaller. This is bound to impact the way business is done and businesses that do not get digitalized are bound to lose out and eventually shut down. In a world that is so competitive, the buyers nowadays do thorough research and compare prices before making a final decision on where to buy. If your business is not digitized then you are going to be spending more money on manual processes, be less efficient and lose out to your competition. The digital medium is here to stay and as Artificial Intelligence and Machine Learning (AI/ML) become more of a reality than a mere buzzword, larger-scale disruptions are going to happen across Industries. This digital revolution has forced companies to go back to the drawing board and reskill people to face this new wave of digital disruption.

Even Government of India has embarked upon several processes to be automated, eliminated “costly” middlemen and saved 1000s of crores of rupees. One big example is the launch of the Government e-commerce marketplace (GeM), which has done transactions worth INR 32,000 crores on its platform. Although most of the B2C business has moved from offline to online, be it food, clothing, tickets, travelling etc, B2B business, which is much larger than the B2C segment, is still lacking behind. Nevertheless, recently a number of B2B online start-ups have got funded and that is a sign of a new upcoming trend.

Biomall, a B2B platform, has brought a number of SMEs online and helped these sellers by digitalizing their catalogues and have sent them online orders from end-users without the need of sending salesperson, preparing quotes or receiving purchase orders. This digitalisation of the entire lab supply chain has reduced the purchase-sale process to a mere 7-10 days from 7-10 weeks! In this issue, we have highlighted a number of SMEs who have realised the benefits of going online and have associated themselves with Biomall. Buyer can buy top quality products from these fantastic companies easily via Biomall and be delivered at your doorsteps at the click of a button!

We envision that as technology gets upgraded, more number of businesses will start interacting online at a much faster pace with limited human interactions. With this in mind, we are aiming to reach a number of suppliers to get digitalized via minimum investment and be associated with Biomall so we can help them reach 1000s of buyers worldwide, assist in brand building and achieve new heights in this “digital world”. Please feel free to reach us if you want to be associated with us and get “digitalised” in a day! 



## Namdev Salunkhe

Founder,  
Research - Lab Fine Chem Industries

## ➤ RESEARCH - LAB FINE CHEM INDUSTRIES

- RESEARCH - LAB FINE CHEM INDUSTRIES was established in 1983 as a Small Scale Industry in Maharashtra State. We are having 5 manufacturing units located at Chemical Zone M.I.D.C., Islampur, Near Sangli City, having Head Office in Mumbai an export office in Navi Mumbai.
  - At present, our products are being exported in more than 20 countries giving our brand a global acceptance. Some of them are namely Sri Lanka, Bangladesh, Indonesia, Egypt, UAE, United Kingdom, Bahrain, Madagascar, South Africa, etc. & we plan to expand our clientele every year.
  - RESEARCH - LAB FINE CHEM INDUSTRIES has become a well-known name in the field of Fine Laboratory Chemicals, Stains, Indicators, Solvents of LR/AR, HPLC, GC, Molecular Biology grades with more than 30 years of expertise to cater the needs of a wide range of customers from all sectors. Being small enough to care, yet large enough to cope, 'RESEARCH-LAB' is committed to customer on "QUALITY WITHOUT COMPROMISE" with prompt response to an enquiry.
  - We have a skilled work force with an in-depth knowledge of the manufacturing process. Quality is paramount to us as we follow a stringent quality control procedure for all our products. The manufacturing process is carried out under strict supervision ensuring high quality products and marketed at competitive prices. The striking growth of 'RESEARCH-LAB' over the years, in the domestic as well as the overseas market, is attributed to:
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    4. Customer friendly workplace
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  - We are GMP certified also have our own Quality control Lab which is GLP (Good Laboratory Practices Systems) with fully equipped and advanced instruments like, GC, HPLC, UV-Spectroscopy And K.F., having handled with well-trained Q.C. Staff of 10 Chemists.
  - We have our authorised dealers cum distributors in India helping us grow and expand our domestic market.
  - **Our reputed Customers in India are**
    - 1) M.P. Biomedicals Pvt. Ltd.
    - 2) Hindustan Antibiotics Ltd.
    - 3) Lupin limited, Tarapur.
    - 4) Himedia Laboratories Pvt. Ltd.
    - 5) Coltene Whaledent Pvt. Ltd
    - 6) Malpani Food Products
    - 7) Warkem Biotech Pvt. Ltd
    - 8) Atomic Energy Educational Institutes, Tarapur, Maharashtra.
  - **We also have rate contract with Govt. Organizations. To name a few :**
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**Arvinder Dhingra**  
Managing Director  
DSS Takara Bio India Pvt. Ltd.

## ➤ DSS Takara Bio India Pvt. Ltd. (DTI)

**D**SS Takara Bio India Pvt. Ltd. (DTI) is a joint venture between DSS Imagetech Pvt. Ltd. and Takara Bio Inc. established in 2011. While manufacturing a range of molecular biology reagents we also bring to the scientific community cutting edge products from Takara-Bio, Clontech, Cellartis, Macherey Nagel and PromoCell.

With our corporate office and manufacturing facility located in New Delhi we service our customers in India and the sub-continent through our sales offices in ten major cities –New Delhi, Chandigarh, Lucknow, Kolkata, Mumbai, Pune, Hyderabad, Chennai, Bangalore, Thiruvananthapuram.

Our ISO 9001:2015 certified manufacturing facility produces a range of molecular biology

products and also provides customized services such as bulk packaging and contract manufacturing for companies and laboratories engaged in Molecular Diagnostics and Molecular biology based food testing kits.

Our Sales and Application teams, comprising of highly qualified and well experienced professionals, focus on providing the necessary support to our customers for the wide range of molecular biology products and technologies promoted by us from companies based out of Japan, USA, Germany & Sweden. An efficient logistics team, with more than 10 years experience in cold supply chains, constantly ensures quick supply to our customers with a turn-around time which is the best in the industry. **BS**

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**Bindu Ajit**  
Program Dean,  
Biocon Academy

## ➤ Biocon Academy's

**C**ommitted to creating a globally competitive Biotech ecosystem in India through skill development, Biocon Ltd introduces Biocon Academy - a Center of Excellence for Advanced Learning in Applied Biosciences.

Biocon Academy leverages rich industry experience of Biocon and subject expertise of international and national Education Partners, such as Keck Graduate Institute, California, USA, BITS Pilani and M S Ramaiah College to deliver industry-oriented training programs to biotech/pharma students. The Programs offered here aim to empower the Biotechnology and engineering graduates with advanced learning and industrial proficiency through job-skills development essential to build a promising career in the Biotech industry. We currently running five programs namely:

1. Biocon KGI Certificate Program in Biosciences
2. BITS Biocon Certificate Program in Applied Industrial Microbiology
3. Biocon KGI Certificate Program in Clinical Development
4. Biocon Certificate Program in Faculty Development
5. Biocon Ramaiah Certificate Program in Quality Control Analytical

### International Curriculum

Industry focused Certificate Programs at Biocon Academy offer international course content from KGI which has been customized after assessing industry needs. Exposure to the international course material, mentored learning from experienced faculty and interaction with domain experts from the industry help shape our students for a global career in Biotech. All the programs offer an additional special module

**Committed to creating a globally competitive Biotech ecosystem in India through skill development .**

### World Class Industry Training

Rigorous academic learning and industrial training help our students acquire knowledge, experience and skills to realize their professional aspirations. Our students undertake: Intensive internship under the mentorship of renowned faculty from Biocon Academy and KGI in our state-of-the-art Labs

under a weeklong Hands-on training provided to the students at Thermo Fisher Scientific, BiOzeen, Syngene, Narayana Health and 'Centre of Excellence' established by Thermo Fisher at IIT Mumbai Campus.

### Our vision

To become a recognized center for advanced learning in Biosciences that will provide the required proficiency for enhanced career prospects for Biotechnology and Engineering graduates.

- For more information about our programs, courses and admissions please visit our website: <https://www.bioconacademy.com/> 



# UNLOCK YOUR POTENTIAL

## Biocon KGI Certificate Program in Biosciences - Batch 17

- An edge for life-sciences students to get high-end knowledge from experience industry leaders and faculties of KGI and Biocon.
- Hands-on training at Thermo Fisher Scientific and BiOzeen
- Experiential Learning at Biocon Facilities
- Students will gain 12 US credit points making it easier to pursue higher studies in US.
- Job-skilled based curriculum
- 100% placement assistance

## Biocon KGI Certificate Program in Clinical Development - Batch 3

- Hands on experience with Real patient data at Narayana Hrudayalaya
- Students will gain US credit points 12 making it easier to pursue higher studies in US
- An edge for B Pharm students to get in Pharmacy practice after this course instead of 3 years Baccalaureate Program to qualify
- Job skills based curriculum covering CRA, CDM
- Experiential learning at Syngene International

## Biocon Ramaiah Certificate Program in Quality Control Analytical - Batch 2

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# Com to W



*India has been well recognized for its manufacturing potential of laboratory products, lab equipment and consumables. A number of small and medium-sized enterprises (SMEs) have emerged with quality lab products and original equipment manufacturer (OEM) companies worldwide have been sourcing products from these SMEs and reselling under their own brand. These SMEs also have aspirations of selling their products directly to the end customers. However, they do not have the marketing budget and talent pool to promote their products and develop brand recognition. In spite of offering good quality at affordable prices, they are not able to compete against the well-known brands. Often SMEs have a question, how do we reach the end users, and if we do, would they be able to trust our brand? Biomall is a comprehensive digital solution to this question!*

**B**iomall.in is India's first and world's leading e-commerce marketplace as well as digital marketing platform dedicated for laboratory and diagnostic supplies. It offers 100,000+ products available from 150+ brands for R&D in chemistry, microbiology, molecular biology, cell culture, chromatography and in vitro diagnostics. It connects manufacturers with thousands of end users from pharmaceutical and biotech companies, diagnostic labs, hospital labs, universities and also dealers. Since its inception in 2016, Biomall has supplied laboratory products to 400+ Indian cities. It's a one stop shop to buy any product needed in the laboratory. Buyers can search for the required product, do side by side comparison and then buy the best suitable one. Multiple products from multiple brands can be bought easily online without the need for any quotation or purchase order.

The objective to start Biomall was to simplify

the purchase system into just 3 steps – search, buy and get the product. No need to contact multiple suppliers, request quotations, get approvals, generate purchase orders and then wait for the delivery. One of the reasons for a low scientific output in a number of developing countries including India has been the complex and traditional system of purchase which needs a good amount of effort and time investment by the researchers. The system also encourages middlemen thereby increasing the final price burden to the end user. Biomall helps to streamline the entire process from 7-10 weeks to just about 7-10 days along with a significant reduction in the amount of time and money invested. Researchers can bypass the complex system and just go to [www.biomall.in](http://www.biomall.in), search any product on Biomall, add to cart all the required products and place the order online.

Labs from Africa and Middle East have limited access to lab products in their countries and often

# Connecting Indian SMEs Worldwide Buyers



import it from China, and western countries. However, with the arrival of Biomall where many quality Indian SMEs have listed their products, it has provided a good alternate source for international buyers. Buyers can now order products from multiple Indian brands and Biomall consolidates the shipment and send to the buyer thereby saving their shipping cost and time. Biomall got its first order from Afghanistan, followed by South Korea, Kenya and many other countries from Africa, Middle East as well as Europe and America. So far, Biomall has shipped to more than 35 countries. Biomall aims to expand to other countries and be the leading provider of laboratory products worldwide.



**Dr. S. Jhaveri, PhD Chemical Biology**, Cornell University USA, who came up with this digital innovation says “We have focused our major capital to international business. The global market for laboratory equipment and consumables is

estimated to be about \$80 billion, and we shall make a significant contribution to this market together with our Indian suppliers. Extensive digital marketing combined with offline marketing has been the main strategy followed. We have a team of 15-20 experienced and fresh employees who run our digital business, constantly customize Biomall’s platform to suit the buyers and sellers, and engage in marketing activities. We are here to reinvent the laboratory supply chain from offline to online, and be India’s comprehensive platform for worldwide users to source laboratory, life science and diagnostic supplies.”<sup>BS</sup>

**Dr. Manbeena Chawla** (BioSpectrum)  
**Dr. Viraj Gala** (Biomall.in)

## A FEW TESTIMONIALS SHARED BY BIOMALL'S BUYERS AND SELLERS:

“Biomall is a wonderful website that catalogues all the available fine chemical companies spread across India. For me, the major requirement is convenience to order supplies for research and Biomall. in solves that. Even the product that is not in their catalogue can be procured by them”

- Scientist from Karnataka, India

“Excellent customer services and fast delivery, I would strongly recommend for life science products”

- Dealer from Ethiopia

“Biomall is by far the best place ever I’ve stumbled upon for lab requirements. It has smooth procedure for placing, escalating and delivering the orders with nothing to worry about. The items are delivered by the direct suppliers which is a great thing that ensures little to no failure to fulfil the demands of the customers. I am using Biomall for quite a long time and will keep using for quite long I hope.”

- PhD fellow from West Bengal, India

“It has been a great experience working with BIOMALL from past 3 years and we look forward to continuing in the near future. BIOMALL helped us reach to customers even in remote areas and we got exposure to many new customers. Our business clientele has definitely increased because of your online portal”

- Saurabh Salunkhe, CEO, Research Lab Fine Chem Industries

“If you are not selling and marketing your products at Biomall, your sales have not yet reached new heights. An absolutely fantastic service, user friendly interface. Biomall has helped us reach our end users in very short time and with payments as secure as they could ever be!”

- Varun Jain, BDM,  
MB Plastic Industries



**Ajay Popat**  
President,  
Ion Exchange (India) Ltd.

## ➤ Ion Exchange (India) Ltd.

**I**on Exchange is a pioneer of water treatment in India with a legacy spanning over five decades. With sales, production and service footprints across the world, Ion Exchange is today considered a premier company in total water and environment management. We are one of the very few companies worldwide with complete range of solutions for water, waste water management, solid waste management and now waste to energy. Our comprehensive technologies, products and services, enable our multidisciplinary teams of experts to cater not just to industries and municipalities but also to communities, institutions and homes.

Our 360° environment management adds value across the entire circuit - from influent water through potable and industrial process water to effluent/ sewage treatment and water recycle for zero liquid discharge and waste to energy projects for solid waste management. Our ISO 9001, 14001 and OHSAS 18001 certified facilities manufacture world class ion exchange resins for water and non-water specialty applications, membranes, water treatment chemicals and specialty process chemicals.

Formed in 1964, IEI pioneered the production of resins in India with the country's first resin manufacturing unit at Ankleshwar, Gujarat which is ISO 9001 & 14001 certified and is also the first in India with an FDA (India) approval for manufacturing pharmaceutical grade specialty resins. Our industrial chemical plant at Patancheru was the first facility in the water treatment chemical sector to obtain an ISO 9001 certification. We introduced the Reverse Osmosis (RO) concept into the country and were the first in India to manufacture RO membrane elements. We also manufacture High Performance Membranes (HYDRAMEM) which belongs to the latest generation of membrane technology for

industrial, institutional and domestic applications at our state-of-the-art integrated Reverse Osmosis membrane manufacturing facility in Verna, Goa in 2017. Our new R&D centre in Patancheru, Telangana will develop resins, membranes, polymers and specialty chemical technologies related to water, waste water treatment, process separation and purification, specialty process application and catalysis.

Our close association with the pharmaceutical industry along with our technological expertise and R&D capabilities has enabled us to develop customized and specialty products for bulk drug purification, manufacture of pharmaceutical formulations and solutions to meet the industry's stringent requirement for high purity water treatment and distribution. Our INDION LAB-Q series of products provide high purity water for multiple laboratory applications. The INDION LAB Q WATER MAKER and INDION LAB Q SMART deliver Type 3 & Type 2 water respectively. The INDION LAB-Q ULTRA series is designed specifically for laboratories that need pure and ultrapure water (Type 2 & Type 1).

We serve our markets with a sustained focus on customer satisfaction, technological innovation and dedicated service through our service division. Like ion exchange resins and membranes, we have pioneered design and supply of water, process liquid, waste water treatment, water recycle plants - packaged, pre-engineered and custom-built, on turnkey BOT and EPC basis. Our Zero B range of home water purification solutions deliver products at every price point and category: household, urban and rural as well as institutional segments.

We aim to maintain our leadership position in the industry and work towards achieving our vision - to be the leader in our business which is so vital to people's lives and the environment. **BS**

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ON THE SHOULDER OF GIANTS ”  
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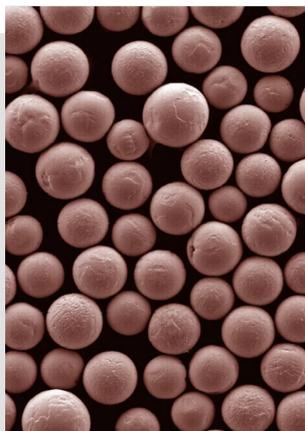
## VISION

Be a global leader in the advanced materials

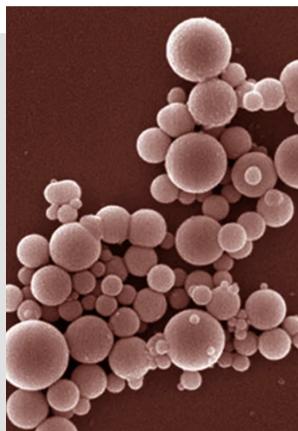
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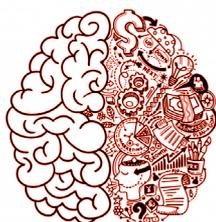


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### Dr. Paritosh Shekhar

Founder,  
APS Lifetech

## ➤ APS Lifetech

**A**PS Lifetech is one of the incredibly innovative companies and one-stop solution providers in the life sciences domain. It was initiated in December 2012 in Pune, India with a mission to advance knowledge of basic biological sciences and apply its research discoveries to improve human health, protect environment and enrich the economy.

APS Lifetech offers both products & services for the above domains and owns 19 patents in the above arena. It also develops tailor-made solutions that meet evolving needs.

APS Lifetech is an ISO 9001:2008 certified NABL accredited Lab, CE, ISO-13485, WHO-GMP certified organization. It is a subsidiary of USP Biologics, UK with its independent operations in India. It has a team of expert and efficient scientists with domain expertise; APS is involved in multi-domain markets with different brands such as Molecular Biology with the brand name "APS LABS" and other Sub Brands like, it manufactures IVF range of product with the brand name "Vitricell", Specialised Labwares "EZYAPS", Molecular Diagnostics "DIAGNOVA", Agriculture Biology "AgriTechDx", and Stem cell with the brand name "CytoStem". APS LABS provide the best quality Products to National and International renowned manufacturers as OEM in the area of Biotechnology, Molecular biology, Cell-biology, Immunology, and Genomics. The company has varied clients across India including AIIMS, CSIR, IIT, NCBS, ICMR, NCCS, ICAR and many more in India and International clients such as NOTTINGHAM UNIVERSITY, CLEVELAND UNIVERSITY, WARWICK UNIVERSITY, UCSI UNIVERSITY, NUS, KOREA UNIVERSITY, YONSEI UNIVERSITY and many more APS Lifetech has integrated the best systems in sourcing, testing, warehousing,

### We offer both products & services under these domains:

• Nanotechnology	• Infertility
• Healthcare	• Molecular Diagnostics
• Agriculture	• Cell Biology
• Genomics	• Forensic Science
• Food safety	• Biorobotics



### Award & Recognition

- CE certificates for Products
- WHO: GMP Certificate for Manufacturing
- WHOSWHO: USA Award
- Entrepreneur Award
- Top 20 Biotechnology Award for the Year 2018

and logistics. Additionally, it is striving hard to collaborate with the next generation of scientists, physicians, medical researchers of 21st-century.

APS Lifetech is coming up with APStonicx which will involve a lot of innovations in terms of usage of biosensors, Artificial Intelligence and more.

The cost and quality of products along with services will drive the business; however, the leaps & bounces in business can only be driven by INNOVATION. **BS**

# aps LABS



## MAGBand 50bp DNA Ladder (MAGSPIN-22)

Ladder MAGSPIN-22 is composed of 17 Individual DNA fragments : 1.5k, 1.2k, 1k, 900,800, 700, 600, 500, 450, 400, 350, 300, 250,200, 150 and 100 base pairs. This products contains two enhanced bands (500 and 200bp) for easy reference. The ladder is ready-to-use, which is premixed with loading buffer and tracking dye for direct loading on gel.



## MAGBand 100bp DNA Ladder (MAGSPIN-21)

MAGBand 100 bp DNA Ladder is composed of all individual DNA fragments; 1.5k, 1.2k, 1k, 900,800, 700, 600, 500, 450, 400, 350, 300, 250, 200, 150 and 100 base pairs. This products contains two enhanced bands(1.5 and 500 bp) for easy reference. The ladder is ready-to-use, which is premixed with loading buffer and tracking dye for direct loading on gel.



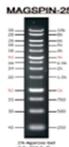
## MAGBand 100bp+3k DNA Ladder (MAGSPIN-23)

DNA Ladder MAGSPIN-23 is composed of 12 individual DNA fragments : 3k, 1.5k, 1k, 900, 800, 700, 600, 500, 300, 200 and 100 base pairs. This products contains two enhanced bands (1.5k and 500 bp) for easy reference. The ladder is ready-to-use, which is premixed with loading buffer and tracking dye for direct loading on gel.



## MAGBand 1 kb (0.25-10kb) DNA Ladder (MAGSPIN-25)

DNA Ladder MAGSPIN-25 is composed of 13 individual DNA fragments : 10k, 8k, 6k, 3k, 2k, 1.5k, 1k, 750, 500 and 250 base pairs. This product contains two enhanced bands (3kb and 1kb) for easy reference. The ladder is ready-to-use, which is premixed with loading buffer and tracking dye for direct loading on gel.



## MAGUniversal bIU Prestained Protein Ladder (5-245 kDa) (MAGSPIN-34)

MAGSPIN-34 MAGUniversal bIU Pertained Protein Ladder is a ready-to-use three-color protein standard with 13 pre-stained proteins covering a wide range of molecular weights from to 245 kDa in Thri-Glycine buffer (3.5 kDa to 235 kDa in Bis-Tris (MOPS) buffer and Bis-Tris(MES) buffer). Proteins are covalently coupled with a blue chromophore except for two referewcen bands (one green and one red band at 25 kDa and 75 kDa, respectively) when separated on SDS-page (Tris-Glycine buffer).



## Taq DNA Polymerase (APSTP1000)

Taq DNA Polymerase is a highly thermostable recombinant DNA polymerase derived from the thermophile, *Thermus aquaticus*. The molecular weight of the recombinant protein is 94kD. Taq DNA polymerase catalyzes the 5'→3' synthesis of DNA but has no detectable 3→5' proof reading exonuclease activity, and possesses low 5'→3' exonuclease activity, which results in a 3'-dA overhang on the PCR product.



## PCR Master Mix 2x APS2X1000

PCR Master Mix. is supplied as a 2x concentrated master mixture type containing all the reagents needed to perform PCR. Taq DNA polymerase catalyzes the 5'→3' synthesis of DNA but has no detectable 3'→5' proofreading exonuclease activity, and possesses low 5'→3' exonuclease activity, which results in a 3'-dA overhang on the PCR product.



## SYBR Master Mix 2x (APSTQ1100)

SYBR Master Mix is a high-performance reagent designed for high sensitivity and specificity on various real-time instruments. This Master Mix uses the hot-start Taq DNA Polymerase and containing all the components necessary for real-time PCR, including the SYBR Green I dye, dNTPs mixture, protein stabilizers and enhancers.



## DNA Extraction kits

Plasmid and Bacterial Genomic DNA  
Tissue and Blood DNA  
Plant DNA  
Viral DNA



## PCR & RT PCR Reagents

PCR master mix  
PCR Multiplex Master mix  
Taq Polymerase (5 kb amplification)  
Taq Polymerase (40 kb amplification)  
2X LAMP Master mix  
Sybr Master mix  
Sybr Master mix for Taqman Probe  
DNTP  
c DNA synthesis kit



## Markers

DNA Ladders  
Protein Ladders



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Website : www.apslabs.in



### Rahul Oturkar

Managing Director,  
TKA Ultrapure Water Technologies India Pvt Ltd

## ➤ TKA Ultrapure Water Technologies India Pvt Ltd

**T** stands for Technology

**K** stands for Knowledge

**A** stands for Advancement

**W**ith our collective Knowledge of over 50 years, we are bringing in cutting edge Technology and Advancing the manner in which lab water systems and its allied products are built.

TKA is an Indian brand in field of laboratory water and allied products. We are in the market for nearly 2 years now and our expertise lies in laboratory water systems, central systems for laboratory, consumables and services for various brands of water systems in the market. We also are catering to growing demand of online Total Organic Carbon Analyzers for purified and water for injection plants.

### What kind of product range do we have?

When we speak about lab water systems, most users look for:

- Quality of water generated by the system – specific to user's application

- Quantity of water generated by the system – sufficient to cater to user's daily water requirement

We have systems which can cater from 5 ltrs per day to 1000 ltrs per day. The systems can be configured freely according to the application, quantity and feedwater quality available. For example if a user has potable tap water as a feedwater and needs to generate around 25 ltr water for general HPLC or LCMSMS application, we can cater

to such requirements by offering a combination of products.

Similarly highly demanding

applications such as ICPMS or Ion Chromatograph can be catered to a different set of combination of our product range. For online Total Organic Analyzer (TOC) we have a product which is universal for purified and water for injection. A single product can handle water temperatures ranging from 4°C to 95°C. The system hardware is designed to handle such extreme temperatures.

We also have a vast product range of consumables for different other brands of water systems already installed in the market. For more details kindly write us on [info@tkaindia.com](mailto:info@tkaindia.com) or visit [www.tkaindia.com](http://www.tkaindia.com).

### What are the key features and benefits of our systems?

Our lab water systems are upgradable from lower to higher flow rates. The benefit for user is that in same box he can cater to his growing demand of water for his lab by simply upgrading the flow instead of procuring a new system. All spares and consumables used in our system are compatible to each other. If a customer procures multiple systems from us, there is no need to stock different pumps or electronics, conductivity cells, etc... A single set is enough. There is a significant cost saving.

Our systems are customizable for different applications. For example if one Type II system is suitable to user for laboratory use, same model can be hooked up to a biochemistry analyser by just an addition of a distribution pump. Each system can be connected to multiple outlets and thus a single system can be used for multiple labs. An addition of intelligent distribution pump helps to deliver water at multiple labs with constant quality, flow and pressure.

Our aim in future will be to build more user friendly, more intelligent systems that can advise on any internal problems by itself and keep running continuously for 24 hours without any hindrances. 

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**Ankit Kankar**

Manager -Product & Strategic Communications  
BioSpectrum India & BioSpectrum Asia

## ➤ E-commerce opening avenues for BioSuppliers

**E**-Commerce is slowly changing the business model and procurement system of laboratory goods. E-commerce for scientific industry has seen a lot of developments evolving itself into a user friendly platform. The basic online business model has a website wherein suppliers for different categories of lab products are listed. In B2B websites like Indiamart, you can post an enquiry so that suppliers can send a quote to you. The advantage here is that suppliers can get inquiries from buyers of different locations with minimal investment. However, it does not help in reducing the procurement timeline for the buyer.

The above concern made way to more advancement in the online business model wherein products are available to be bought using a secured payment gateway. Since the technical details as well as pricing details are given online, buyer does not require to ask for a quote, and instead just buy online like any B2C shopping site. One such website for laboratory goods, the first one in India, Biomall offers a big list of laboratory products available from hundreds of brands and categorized extensively for the ease of the buyer. The advantage here for suppliers is they can get direct online orders and also promote their products to buyers across the world. Through this model, the procurement time for buyers is reduced to just a week as against the 30-60 days buying time of the old system. BioSpectrum is always at the forefront of updating the industry with the new and positive trends. **BS**



**Dr. Viraj Gala**

Marketing Manager,  
Biomall.in

## ➤ Personalize your digital engagement with customers

**I**n today's digital world where there are millions of websites, building relations with your customers is important to stay ahead in the competition. Good customer engagement helps to build and strengthen relationships. Every interaction that happens with the customer before, during and post the purchase is called customer engagement. In digital business, engaging with customers cannot be easier but has to be executed well and it is much affordable than phone calls and meetings.

Personalizing the content at every touch point is the key to increasing customer engagement and generate more business. It starts right from Google search. Being present on the top of search results can direct the first interaction with a customer looking out for your products. When the customer visits your website, personalized message on live chat or personalized notifications based on his/her browsing content can save their time in finding the right product. Communication via digital tools like email, social media, SMS or WhatsApp can be customized as per the needs of the customer. Content that is personalized and targeted towards customer's needs and goals will instigate more interest and conversions.

Analyse the data collected over time and optimize your digital engagement strategy based on customer interest and response. This can help to enhance customer satisfaction and if your customers are happy with you and trust you, they shall be your free word-of-mouth influencers! **BS**

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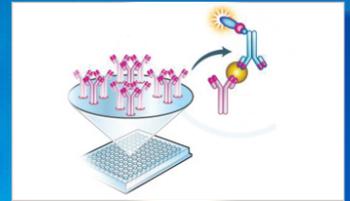
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