

Marck Bio enters Andhra

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Ahmedabad-based parenterals manufacturer, Marck Biosciences Limited, is targeting to garner revenues of Rs 3 crore from the Hyderabad market by the end of 2007, and gradually corner a market share of 25 per cent.

The 10-year-old company, which launched a comprehensive range of products in Hyderabad on Monday, plans to roll out all its products across the state by the end of this year. It already has a strong presence in north and west India and had recently entered the Karnataka market.

"We plan to tap both the retail and institutional markets through a distribution network, besides a team of field staff. We expect to have over 8 distributors to cover the market," Bhavesh Patel, managing director of Marck Biosciences, stated in a press release. According to him, the launch in Andhra Pradesh is aimed at spearheading the company's plan to cross a turnover of Rs 100 crore during the 2007-08 financial year.

Targeting to emerge as the third largest parenterals company in the country, the company is investing Rs 72 crore in

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its manufacturing facility in Kheda district of Gujarat, which would see its production capacity increase to 230 million units of small volume parenterals (SVPs) and 61 million large volume parenterals (LVPs). With this new infusion of funds, the total investment in the 2.2-lakh sq ft facility exceeds Rs 125 crore.

"The expansion is aimed at capitalising on the surging demand both from within India and from pharma companies that are looking to outsource their manufacturing to companies in India," Patel said.

Parenterals are drugs that are administered into human body by injection through one or more layers of skin. The market for parenterals in India is pegged at Rs 1,600 crore, of which south India accounts for almost 28 per cent. Marck Biosciences undertakes contract manufacturing of SVPs and LVPs for pharma companies including Dr Reddy's Laboratories, Cadila, Ranbaxy, Sun Pharma, Lupin and Zydus.