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## We believe in providing quick and quality service

*Mack Pharmatech is one of the leading manufacturers of pharmaceutical and lab equipments. **Kiran Badgujar**, Managing Director, Mack Pharmatech reveals more to **Sachin Jagdale***

### What had led to formation of Mack Pharmatech?

We were established in 1999. We are the first Indian company to have CE certified lab equipments. We are also an ISO 9001:2000 certified company and manufacture all our equipments as per ICH & GMP guidelines. Young, energetic professionals having enthusiasm to achieve the objectives of our organisation. Team's contribution includes fully experienced professionals and they have decades of experience in respective areas. We are committed to provide higher standards as per the international guidelines (ICH). Recently (i.e. FY 09-10) we expanded our operations at Nasik including our head office as well as factory.



### How has your business grown over last two years? What have been the growth drivers?

In FY 07-08 we achieved a 15 per cent hike as compared to FY 06-07. In 08-09 we grew 25 per cent and up to end of third quarter we reached by 35 per cent.

The first key growth driver is strategy. Every fast-growing business starts with an idea, which turns into the business plan. The strategy might also revolve around existing product or service applied or delivered in a new way. We believe in providing quick and quality service. Accelerated growth can be driven by developing more new products, and expanding into new markets.

### How have you kept pace with the changing trends of the product that you provide vis a vis the demand of the customers?

We have a wide range of products including well equipped R&D with experienced engineers where continuous implementation is going on our products. We are dedicated to complete customer satisfaction for our products and services.

### You have been more driven by the quality of your highly experienced staff, how do you ensure that they are updated with global trends on a frequent basis?

Management teams need to communicate clearly between themselves, to understand business performance and delivery against future targets. Communication between staff and line managers is essential for the success of planning initiatives. All such kind of efforts to grow the business is continuously taken by our management team.

### Is Mack Pharmatech thinking of crossing the borders?

We have already crossed the borders by supplying our machines

to Europe, Ukraine, Africa and other parts of Asia. We are targeting new upcoming markets in Middle East and South Asia as well.

**How are you dealing with competition?**

As we said earlier that we believe to provide quick service and quality products, it is undertaken by trust, loyalty and applicability. We constantly provide necessity of customers needs, want and demands for their satisfaction.

**In today's competitive environment it is very difficult to make an identity. However since from 1999 your company has come long way. How did you manage?**

We offer best quality equipments at affordable prices with durability, which highly reflected in customers mind since last nine years. We also adopted global trends with sound technological changes quickly and applies as per the needs and demands of customers. We are continuously providing best services with satisfactory results on the base of innovation and up gradation of test equipments.

**What is your road map for growth in future?**

With strong new business visibility and our ability to expand existing relationships, we remain confident that we will continue to drive growth, achieve our strategic corporate objectives, and emerge stronger in our journey towards global leadership. We also plan to have service stations in all key metro cities within India as well as abroad.

sachin.jagdale@expressindia.com