

MICRO DEVICES METROHM LIMITED



Metrohm is the leading provider of ion analysis technologies in the world, with more than 30 subsidiaries or joint venture companies covering 47 countries

Global Overview of Micro Devices Metrohm

Metrohm's history dates back to 1943, when its founder, a Swiss engineer Bertold Suhner, partnered with a chemist from J. R. Geigy, the well-known Basel company, to develop the company's first pH Meter. By 1954 Metrohm had devised the first truly usable automatic polarographic device for ultratrace analysis by introducing a novel electrode assembly. The company has led this market ever since. A major diversification of Metrohm's range of products in ion analysis occurred in 1987 when it introduced the first, single column ion chromatograph in the market. A decade later it developed the highly sensitive and reliable new suppressor technology, which formed the basis of its success in the important field of Ion Chromatography.

Metrohm is also engaged in the fields of online analysis and biotechnology with its participation in Applikon BV. The field of electrochemical R & D for sensors, corrosion and semiconductors is dominated by ECO Chemie, another group

company. Today Metrohm leads the world market for quality instruments and services for chemical ion analysis, by covering all the relevant electroanalytical methods. The company and its distributors world-wide provide top-class service and instrumentation for all fields of chemical ion analysis.

Metrohm is the only company in the world providing practically all the relevant ion analysis technologies under one roof. In addition, its pH, ion and conductivity meters, stability measuring instruments, software for networking and other instruments, peripheral units, dosing and liquid handling products plus sensors for all kinds of applications, form a range of tools to analytical laboratories. These are accompanied by comprehensive automation and software products, allowing clients to satisfy their needs in ion analysis and liquid handling from a single source.

In the early 1980s the owners donated the Metrohm company without compensation to the Metrohm Foundation, whose purpose is to keep the company independent, provide meaningful employment to local people and support causes of public interest. Today, the Metrohm Group includes more than 30 subsidiaries or joint venture companies covering 47 countries, which employ well over 1,000 people.

Company	Mode of presence in India	Year of entry	Key business
Micro Devices Metrohm Ltd.	Joint Venture	1997	Ion Analysis Instrumentation

Metrohm in India

As part of Metrohm's global strategy to maintain a world-wide distributor network for ion analysis, Micro Devices Metrohm Limited (MDML) was founded in April 1997 as a joint venture between Metrohm and its Indian marketing partner, Micro Devices & Computers. As a result of the vast experience, high degree of brand awareness and widespread net of contacts of Micro Devices & Computers, the starting conditions for MDML were extremely favourable.

Besides Metrohm, MDML has renowned technology leaders in its fold, like Thermo Electron Corporation, Eco Chemie, Applikon, Arbin Instruments, Biotage, Thar Technologies, Spark Holland, Chemunex and Vilber Lourmat. Eppendorf India Limited, a market leader in Biotech Instruments, is another joint venture between MDML and Eppendorf AG, Germany. Its partnerships with various multinational companies allow it to provide a wide range of products and services to its customers in India.

“Creating perfect Chemistry” in close association with its customers is the mission of MDML. The company has endeavoured to keep pace with the latest trends in the instrumentation technologies by incorporating speed, performance and flexibility to its operations. The various products available specifically from Metrohm are as follows:

- Potentiometric Titrator
- Karl Fischer Titrators
- pH meters & Conductivity Meters
- Dispensing and Stirring
- Trace Analyser
- Ion Chromatography
- Automation
- Special Instruments
- Metro Sensors
- Softwares

Besides Analytical product range, MDML provides for Life Sciences product range from companies like Chemunex and Vilber Lourmat. It also provides Online Analysers from Applikon and Online IC. Besides, MDML provides various services like application support, installation and commissioning and system configuration.

Key Success Factors in India

MDML is dedicated to providing a leading edge to its clients through its regional presence, complete product range, understanding of customer requirements and support and quality assurance. Its key success factors are as follows:

Wide and complete range of products

MDML has remained ahead of competition by tying up with the best global companies to ensure that the Indian consumer gets the best possible range of products. Simultaneously it has remained proactive to keep updating and upgrading its product range and services to be a modern and contemporary solutions provider to its clients.

Competent and comprehensive customer support

With a strong focus on customer support, MDML's activities range from providing competent advice for instrument installation, instructions of users and quality assurance, up to providing application support, service and regular training courses. Experienced Metrohm product specialists carry out operator training, both on-site and at its Central Application Laboratory in Chennai (Tamil Nadu). It organises regular seminars and courses on various topics in the ion analysis sector. Advertisements and special articles in chemistry trade journals are used to inform customers about new products and interesting applications. MDML also participates regularly in the most important trade fairs, exhibitions and conferences in India, such as the Indian Pharmaceutical Congress, the

National Corrosion Congress as well as the conferences of the Indian Society of Biological Chemists.

Nationwide presence

In order to be able to provide optimal cover throughout India, MDML, apart from its headquarters in Chennai, has several other regional offices: New Delhi in the north, Mumbai in the west, Baroda in the north-west and Hyderabad in the south-west. The office in Chennai includes the Central Application Laboratory, from where specialised application chemists support the sales and service organisation and help customers to solve their application problems.

Pioneer in quality assurance

In August 2000 MDML was certified according to ISO 9002 by TÜV India. The certified quality management system includes the sales and service of analytical instruments as well as the associated application support. In April 2004, MDML was certified according to ISO 9001:2000 by TÜV Germany.

Future Plans

MDML is committed to growth in the Indian market. The company has grown from strength to strength, riding on strong customer satisfaction and loyalty. It has established a name for itself as a company, which innovates itself with the times. It strives to provide its customers not only the latest in product range, but also the best level of customer support, service and training possible. It has been growing at a compounded annual growth rate of 30 per cent for the past few years and the company is confident of sustaining this growth rate in the future as well

Metrohm's India operations

- *Present in India as a joint venture between Metrohm and its Indian marketing partner, Micro Devices & Computers*
- *Headquartered in Chennai, has several other regional offices - New Delhi, Mumbai, Baroda and Hyderabad, in addition to its Central Application Laboratory at Chennai*
- *Technology partners of the joint venture include Thermo Electron Corporation, Eco Chemie, Applikon, Arbin Instruments, Biotage, Thar Technologies, Spark Holland, Chemunex, Vilber Lourmat and Eppendorf AG*
- *Certified according to ISO 9002 by TÜV India and according to ISO 9001:2000 by TÜV Germany*