

A Pharma Manufacturer Puts Operations On Track, With IT

Vadodara-based AMI Lifesciences overcame management and operational complexities with the help of an ERP system.



With the vision of becoming one of the leading manufacturers of active pharmaceutical ingredients (API) in India, AMI Lifesciences (AMIL) was established in 2004 at Vadodara, Gujarat. Part of the AMI Group, the company was initially named Sunscope Laboratories but was rechristened AMIL in 2006. With its turnover growing impressively from ₹ 27.35 crore in 2008-09 and ₹ 51.43 crore in 2009-10, to ₹ 81.02 crore in 2010-11, the company's growth seems to be accelerating, year on year.

Moving with the times

Whether it is to innovate and

continually introduce newer products into the domestic and international markets, or to reach out to newer markets and stay effectively connected with its existing clients, the company relies on technology. It has set up an R&D centre at Vadodara, which is equipped with modern and sophisticated laboratories. The research facilities are complemented by an up-to-date library of reference books, online computer research facilities and link with universities. AMIL's production facility at Padra is a state-of-the-art plant, equipped with modern processing equipment.

To reach out to domestic and

global clients, online, the company has a website www.amilifesciences.com, which is search engine optimised. Apart from this, the premises of the company and its locations are monitored by CCTV cameras to ensure security. The AMIL team also makes use of video conferencing, as well as Internet-based communication tools like Skype to connect with distant clients and off-site employees.

The need for technology

Owing to its forward-looking strategies and commitment to deliver quality products, AMIL achieved 30 per cent growth last

