

Ocimum gets Frost & Sullivan customer value award

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Ocimum Bio bags Customer Value Enhancement Award



Hyderabad: Ocimum Biosolutions won the Customer Value Enhancement Award for Laboratory Information Management in India, at the 2012 Frost & Sullivan Indian Growth, Innovation and Leadership Awards Banquet held in Mumbai on October 9, 2012.

The award is a recognition of Ocimum's accomplishments in the domain of Laboratory Information Management Systems (LIMS) development. For their popular and internationally acclaimed flagship product Biotracker, this award is expected to

boost brand value and improve sales.

Frost & Sullivan noted in a communiqué to Ocimum, "This award is a testament of you and your team's relentless efforts in delivering exceptional customer value and business performance for the year 2012."

Ms. Anu Acharya, CEO of Ocimum Biosolutions, said, "Ocimum has always valued input and ideas from our customers, employees and partners to improve our products. We are excited that we are given this recognition to further enhance our innovative ideas into products like our Biotracker™ LIMS."

Every year, the Frost & Sullivan Award is presented to a selected organization within a particular industry. The criteria for winning include demonstrated best practices in implementing value-addition strategies for customers to improve their return on investment on services or products purchased. Companies are selected on merit through extensive industry and market research, irrespective of size, public or private status, or whether they do business with Frost & Sullivan.