

Hester Pharmaceuticals

HESTER PHARMACEUTICALS, an Ahmedabad-based company plans to set up a Rs.5-crore project to manufacture poultry vaccines with an installed capacity of 395 million doses of live and killed

vaccines to be located at village Merda Adraj, in Mehsana dist of Gujarat with the production plant to be based in Ahmedabad in Western India.

Promoted by first generation professionals headed by the Gandhi brothers - Rajiv and Sanjiv - who have vast experience and expertise in the marketing and distribution of such products, the company is co-promoted by Dr Bhupendra V. Gandhi, a renowned nephrologist. It has entered into an alliance with Ghen Corporation (Japan) and its subsidiary, Maine Biological Laboratories (USA) for establishment of the state-of-the-art facilities.

The group, originally engaged in the distribution of raw materials and chemicals to pharmaceutical units, diversified into veterinary products

giants, marketability of these product will be very high. "The company already has an established network in the user segment. Also we have good perception of the market as it has been marketing and distributing various products of our collaborators exclusively in the country with the commencement of indigenous production, the company will be able to market full range of vaccines under the MBL and Ghen brand names", Gandhi adds. According to him though the actual consumption of poultry vaccines is around 1200 million doses per annum, the demand potential is as high as 2500 million doses.

In order to part finance the Rs.5-crore project, the company proposes to enter the capital market shortly.



Rajiv D. Gandhi, Managing Director

after Rajiv Gandhi joined it. It has already acquired land and commenced civil construction which will be completed by October this year. The trial production is expected to begin by December 1994 and commercial production to start by March 1995.

The company does not envisage any problem in marketing its products. According to Rajiv Gandhi, the collaboration with MBL, USA and Ghen Corporation, Japan will benefit the company from their market knowledge and goodwill with the technological support of these two