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Acting Governor Guadagno Celebrates Opening of Dynamic Marketing, Announces Launch of Paramesh Banerji Life Sciences Centre

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Business Action Center's Customer Service Approach Leads Companies from India, New York to New Jersey

Trenton, NJ – Underscoring New Jersey’s customer service approach to business attraction, Acting Governor Kim Guadagno today joined Dynamic Marketing, Inc. (DMI) for a ribbon cutting ceremony in Hamilton and announced the start of production at Dr. Paramesh Banerji’s first U.S. Homeopathic Medicine Manufacturing Facility and Telemedicine Center in North Brunswick. The Partnership for Action, which includes the New Jersey Business Action Center (BAC) and Choose New Jersey, assisted in bringing these projects to fruition.

“These projects are perfect examples of the State’s customer service approach,” said Acting Governor Guadagno. “The BAC Call Center receives more than 34,000 calls per year and, as demonstrated by Dynamic Marketing, each call is handled professionally, delivering results and linking businesses to advocacy and state government resources. New Jersey is proud of its work to welcome these companies home to the Garden State.”

Acting Governor Guadagno was joined at the ribbon cutting by Steven Matias, head of the BAC Call Center. Since January 2010, the Call Center has received more than 174,000 calls, with an average of 638 per week. The Call Center also provides services through a Spanish-language line, which receives approximately 20 calls per week.

Founded in 1957 by seven Brooklyn-based retailers, DMI is an appliance and electronic cooperative business. In 2010, the company contacted the BAC and expressed interest in expanding their business and relocating their Brooklyn headquarters to New Jersey. For several years, the BAC provided ongoing customer service support and advocacy, outlining various state resources and helping with the site selection process. Last year, DMI signed a long-term lease on a 400,000-square-foot warehouse in Hamilton Township. The company expects to bring more than 70 jobs and more than \$300 million in wholesale revenues to the state.

“As new residents and members of the local business community, we are thrilled to kick off an exciting new era for our organization in the fine township of Hamilton,” said Mr. Vincent Capuano, President of DMI. “Dynamic Marketing is extremely grateful for the continued guidance we have received from the Business Action Center. We look forward to continued growth and success in our new headquarters in the great state of New Jersey.”

Today’s announcement also highlighted New Jersey’s ability to attract foreign direct investment with the opening of Paramesh Banerji Life Sciences Centre in New Brunswick. Founded in 2000, the Life Sciences Centre is engaged in the delivery of homeopathic healthcare services and manufactures homeopathic medicines. The company is headquartered in Kolkata, India, and has a Homeopathic Clinic and Telemedicine Centre in London.

After the company expressed interest to Choose New Jersey in opening its first U.S. location to include a telemedicine center as well as pharmaceutical manufacturing, the BAC worked closely with the company to identify suitable site locations, provided interdepartmental advocacy and guidance on regulatory matters and assisted with labor and employee hiring.

“The Life Sciences Centre is another instance of the BAC’s customer service approach and an example of the state’s success in attracting foreign investment,” added Acting Governor Guadagno. “During this Administration, we have

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celebrated 19 foreign direct investment wins that generated and retained more than 3,000 jobs and spurred \$1.6 billion in public-private investment.”

In April, the company signed a lease for its first U.S. operation in North Brunswick. Current plans for the site include the manufacturing of homeopathic medicine, space for clinical services and a telemedicine center that will provide remote diagnosis and treatment of patients through technology. The company expects to invest up to \$1 million on the project and create up to 30 jobs.

“Once we started pursuing business opportunities in the United States, Choose New Jersey, the Business Action Center, and BioNJ really helped us and guided us,” said Mr. Uddalak Chakrabarty, Vice President of Global Projects. “This opening marks the beginning of our manufacturing in the United States, and we have been successful in recruiting our initial workforce and registering products with the FDA.”

Businesses considering a move or in need of assistance are encouraged to call the BAC at (866) 534-7789 or visit the State’s Business Portal at www.newjerseybusiness.gov.

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Press Contact:
Michael Drewniak
Kevin Roberts
609-777-2600



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Office of the Governor
PO Box 001
Trenton, NJ 08625
609-292-6000