BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Avantor announces distribution agreement with Genei Labs

21 June 2019 | News

Provides customers with high-quality products such as reagents, biochemicals, enzymes and equipment to help advance research work and applications



Avantor, Inc., a leading global provider of mission-critical products and services to customers in the life sciences and advanced technologies & applied materials industries, has announced a five-year distribution agreement with Genei Laboratories.

Genei, based in Peenya, Bangalore, India, develops and produces an array of high-quality, affordable life science products to support customers in advancing research and applications. The company provides reagents for molecular biology and protein science, kits for diagnostic and educational needs, and a variety of custom services for biology applications.

“Genei is celebrating 30 years of excellence in manufacturing quality reagents in India,” said S. Chandrashekaran, Ph.D., managing director, Genei Laboratories. “This new partnership will enable Genei to focus on its core strength of product development and manufacturing for Indian and global requirements. Our focus is on providing complete solutions with new technologies and products. This will also enable Genei to become a global partner for manufacturing reagents and allied services.”

Avantor will promote the sale and distribution of Genei products within India through its channel brand, VWR, part of Avantor, on an exclusive basis. As part of the agreement, Avantor will distribute Genei products to other regions on a non-exclusive basis.

“With its strong sales, marketing and distribution capabilities, Avantor will help Genei Laboratories leverage the true potential of the life sciences industry and serve more customers. Our agreement allows Genei to focus on developing innovative solutions to advance science,” said Shyam Sharma, Vice President, India, at Avantor. “With that synergy, we look forward to strong business growth in the region.”