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Voxtur Bio to setup pan-India IVD kit distribution network

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The ramped up manufacturing facility to produce 12 million diagnostics testing solutions a month



Voxtur Bio Ltd, a Mumbai-based In-vitro diagnostics (IVD) company, has rolled out a pan-India plan to expand its IVD kit distribution network.

As a part of the strategy, the company will onboard more than 100 marketing professionals across key metros and cities in India to strengthen its order procurement and supply capability.

To ramp up its manufacturing strength, the company has set up a 40,000 sq. ft. state-of-the-art manufacturing facility in Vasai on the outskirts of Mumbai with a production capacity of 12 million tests per month.

As the IVD market in India is growing at a rapid pace, Voxtur Bio aims to capture the larger market share with its affordable world-class IVD test kits and reagants.

In line with the government's Make In India mission, the company is bolstering its manufacturing and distribution wherewithal to reduce dependence on imports from countries like China.

"The IVD market is growing at a faster clip because of the growth of lifestyle ailments and heightened awareness of minimally invasive and non-invasive diagnostic techniques. However, the supply from multinational companies and imports is catering to the IVD demand of only the metro and tier 1 cities while a vast part of the market still remains underserved and underleveraged. With our enhanced manufacturing bandwidth and distribution network, we aim to meet the growing demand with our affordable world-class IVD solutions. Domestically manufactured IVD solutions go a long way in reducing the healthcare cost of the country," said Dr Veeraal Gandhi, Chairman and Managing Director, Voxtur Bio Ltd.