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Mankind Pharma launches rapid testing pregnancy device

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Introduces mid-stream pregnancy test device Prega News Advance



Prega News, Mankind Pharma's pregnancy test kit brand, has launched a new and advanced pregnancy detection test kit for the Indian market. Having 82% share in the market, Prega News is the No. 1 Pregnancy Detection Test Kit in India, and with the launch of Prega News Advance it strives to continually provide advanced testing solutions for confirming the pregnancy.

Prega News advance is a single-step pregnancy test device that does not require the collection of urine in a dropper or a container, making it the easiest and most convenient method to test pregnancy at home.

It is an easy to grip mid-stream test device used under urine stream directly while the absorbent tip of the device without the use of dropper collects the sample and readily provides accurate results in just 3 minutes.

Commenting on the launch, Joy Chatterjee, General Manager, Sales and Marketing, said, "Our product has received overwhelming responses in the first phase of the launch and we are expecting the same enthusiasm towards the product in the future."

After the first phase of the launch the products will be available in eight states. Consumers will be able to access the products in offline and online stores of Delhi, Mumbai, Pune, Lucknow, Guwahati, Chennai, Haryana and Kolkata. The product is competitively priced at Rs 100 only. While in the second phase, the brand aims to proliferate deeper into the markets by availing the products in all parts of the country.