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Hungary-based firm Diatron enters into Indian market

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Taken a significant step by inaugurating a new office in New Delhi



Diatron, a Hungary-headquartered player in the development, manufacturing, and marketing of haematology and clinical chemistry analysers and their associated reagents for medical and veterinary use, has taken a significant step by inaugurating a new office in New Delhi.

This strategic move highlights Diatron's commitment to strengthening its presence in Asia, a region with a burgeoning diagnostics market, and to providing its services to both existing and new customers in the Asia-Pacific (APAC) region.

Additionally, they plan to commence manufacturing their associated reagents for medical and veterinary use in India from 2024, a move that will create new job opportunities in India.

Diatron's new office in India marks a pivotal development, bringing numerous advantages to customers and partners alike. The establishment of a sales presence in the APAC region ensures swift and timely support, expediting project progress and leading to more efficient outcomes. Enhanced communication capabilities and geographical proximity promise to eliminate language barriers, fostering a more productive collaboration.

Peter Zsoka, CFO & Board of Director, Diatron MI Plc., Budapest, Hungary, said, "Our goal is to commence reagent manufacturing in India by 2024, reflecting our dedication to this region and the healthcare sector."

Diatron's expert team in New Delhi is geared up to provide even swifter responses to the inquiries and requirements of both its existing and new customers in the APAC region.

Over 50,000 Diatron clinical chemistry and haematology analysers are actively used in laboratories worldwide, and their continuous growth is attributed to strong customer relationships.