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Veeda Group rebrands as â??Veeda Lifesciencesâ??

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Veeda Lifesciences now operates out of 5 countries while conducting trials in 26 geographies

Veeda™ Lifesciences

Veeda Group has unveiled a new logo and brand identity- Veeda Lifesciences- marking a key milestone in its journey. The new brand name reflects the evolution from a generics-focused Contract Research Organization (CRO) to a drug development services enterprise for different modalities of drugs including generics and novel chemical and biological entities.

Veeda Lifesciences will operate through four Strategic Business Units: Clinical Trials, Healthy Volunteer Services, Biopharma Services, and Preclinical & Non-Clinical Testing Services, making Veeda an integrated research service provider.

Veeda Lifesciences represents the brand that integrates Veeda Clinical Research, Health Data Specialists, and Bioneeds India, showcasing its research services across various stages of the drug development value chain from discovery and preclinical to late-phase development. This new identity reflects the transition from generics to innovation, local to global, and small molecules to biologics, transitioning to a CRO-CDMO model, while leveraging AI & Real-world data.

Founded in India in 2004, Veeda Lifesciences now operates out of 5 countries while conducting trials in 26 geographies. The strategic acquisition of Bioneeds in 2021 expanded Veeda into preclinical services.