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ASMS and Huwel Lifesciences join hands to expand access to compact RT-PCR testing across India

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The two companies plan to establish a dedicated sales and distribution infrastructure



Hyderabad-based Avio Smart Market Stack Limited (ASMS), formerly Bartronics India Limited, and Huwel Lifesciences are strengthening their collaboration to build a nationwide commercialisation platform for Cubo, Huwel's ultra-compact RT-PCR system.

The initiative aims to expand access to molecular diagnostics across India's private healthcare sector, including hospitals, diagnostic centres, research institutions and smaller healthcare facilities.

As part of the collaboration, the two companies plan to establish a dedicated sales and distribution infrastructure, including the recruitment of senior sales leadership, formation of specialised sales teams and development of strategic channel partnerships. The initiative will initially focus on Cubo while creating opportunities to commercialise Huwel's broader molecular diagnostics portfolio.

Cubo is designed to enable RT-PCR testing beyond conventional centralised laboratory environments. Its ultra-compact design allows molecular diagnostic capabilities to be considered for smaller and more decentralised healthcare settings, potentially reducing dependence on large centralised facilities. This is particularly relevant to India's healthcare landscape, which spans metropolitan centres as well as a large and geographically distributed network of Tier-II and Tier-III cities, hospitals and diagnostic facilities.

The commercialisation strategy will focus on private hospitals, diagnostic chains, independent laboratories, medical colleges, research institutions and other healthcare establishments. The proposed sales organisation will work across direct sales and channel partnerships, supported by product demonstrations, installation support and ongoing customer engagement.

Beyond instrument deployment, ASMS and Huwel intend to develop an ecosystem around the platform, comprising compatible molecular assays and consumables that can support recurring testing requirements. Huwel's capabilities across molecular diagnostic applications could enable Cubo installations to serve multiple testing needs rather than being limited to a single application.