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â??Moving customers from established, lower-cost alternatives require clear, application-relevant educationâ?•

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Indiaâ??s growing pharmaceutical, biotechnology and research ecosystem is driving greater demand for reliable, consistent and traceable laboratory consumables. In this environment, access to established global products through dependable local supply channels is becoming increasingly important for laboratories managing routine testing and regulated workflows. Avantor Indiaâ??s appointment as the exclusive distributor of Amcor Parafilm M in India adds the widely used laboratory sealing film to its broader portfolio of chemicals, reagents, consumables and equipment. In this interview with BioSpectrum Asia, Dr Amit Sehgal, Vice President & General Manager, Lab Solutions, Asia, Middle East, and Africa (AMEA), Avantor, Singapore discusses the partnership, evolving procurement needs of Indian laboratories, market education and Avantorâ??s broader strategy for strengthening its laboratory consumables offering across India and Asia-Pacific.

Avantor India has been appointed the exclusive distributor of Parafilm M in India, a product that is almost ubiquitous in laboratories globally. What gap in the Indian lab consumables supply chain did this partnership specifically address, and why was this the right moment to formalise it?

Parafilm M is widely used across the pharmaceutical industry, biotechnology, research labs, academic institutions and quality control laboratories. This collaboration addresses the need for dependable access to a widely recognised laboratory sealing film through an established local distribution channel.

The timing reflects laboratories' increasing focus on reliable supply, repeatable, traceable results and consistent day-to-day practices. By adding Parafilm M to its portfolio, Avantor India enables customers to source the product alongside chemicals, reagents, consumables, equipment and production materials through a streamlined buying experience, helping simplify purchasing, support supply planning and reduce supplier complexity.

This is a natural extension of Avantor's comprehensive laboratory products portfolio and demonstrates how the company works with trusted brands to support customers at every step of the scientific journey.

India has the third-largest pharmaceutical industry globally by volume. How is Avantor positioning its lab consumables business, including this Parafilm collaboration, to specifically serve the needs of pharma QC labs, CROs, and API manufacturers who depend heavily on contamination control and sample integrity?

Pharmaceutical quality control (QC) laboratories, CROs, and API manufacturers operate in highly regulated environments where sample integrity, traceability, consistency, and reproducibility are essential. Avantor supports these customers with a comprehensive portfolio of products, services and solutions across research, development and production workflows, supported by application expertise and technical capabilities across quality control and GxP-based workflows. This enables customers to source many of the products they need through a partner that understands the requirements of their broader scientific and manufacturing workflows.

Parafilm M complements these offerings as a globally recognised laboratory sealing solution for use in routine laboratory applications, including covering culture tubes or flask mouths and sealing Petri dish edges. When used as part of an appropriate laboratory procedure, Parafilm M can support routine sample handling and storage applications.

By making this product available alongside other essential laboratory supplies, we can help customers simplify procurement and support continuity across day-to-day operations. For pharma QC labs, CROs and API manufacturers, this combination of product availability, portfolio breadth and technical expertise is particularly important in supporting laboratories in maintaining consistent workflows and procurement practices.

The Indian lab consumables market has historically used significant amounts of unbranded or locally sourced sealing materials. How is Avantor approaching market education regarding Parafilm M's performance advantages, and what challenges do you anticipate in moving customers from incumbent low-cost alternatives?

Our approach is to help customers evaluate sealing materials based on application requirements, product specifications, consistency and total workflow value—not unit price alone. Through demonstrations, application-led discussions and technical engagement, we can help customers understand how Parafilm M is intended to be used and evaluate whether it is appropriate for their specific laboratory procedures and requirements. Product selection should be based on the customer's specific applications, procedures and validation requirements.

Moving customers from established, lower-cost alternatives require clear, application-relevant education. While purchase price will be an important consideration, customers may also evaluate product suitability, consistency, repeatability and operational continuity within their workflows.

We therefore focus on helping each laboratory make an informed assessment based on workflow requirements, quality expectations and total operating impact, rather than making broad performance claims on behalf of the manufacturer.

Asia-Pacific is home to some of the fastest-growing life sciences markets — China, India, South Korea, and Southeast Asia among them. How does Avantor Asia's strategy for lab consumables differ across these markets, and is the India-Parafilm model one that could be replicated in other APAC geographies?

Asia-Pacific is a diverse region in which customer requirements, regulations, sourcing models and distribution channels vary by market. Rather than applying a single model across the region, our approach combines a consistent foundation of portfolio breadth, application expertise and supply chain capabilities with local market insight. Product selection, technical support, service models and routes to market are adapted to the needs of customers in each geography.

The India collaboration demonstrates how a trusted external brand can complement our existing offering and support access to an essential laboratory product through an established channel. It also illustrates how we can respond to a specific market need by combining a recognised product with Avantor's local presence and distribution capabilities. A similar model could be relevant in other Asia-Pacific markets, but it would not be a one-size-fits-all approach. Each opportunity would be assessed based on local customer needs, regulatory requirements, sourcing preferences, channel structures and market dynamics.

Across different life sciences segments, workflows and industries, how does adding Parafilm M strengthen Avantor's laboratory consumables portfolio, and what does it indicate about opportunities for future partnerships?

Our priority is to strengthen the portfolio in ways that reflect evolving customer needs across research, quality control and manufacturing environments. Parafilm M supports a routine but important need within sample sealing, handling and storage, complementing Avantor's broader offering across the laboratory workflow. It also expands the range of products customers can source through a single, established laboratory supplier.

We continuously evaluate opportunities to expand our portfolio through partnerships that enhance customer workflows rather than simply add products. The Parafilm M collaboration reflects this approach: it combines a trusted external brand with Avantor's scientific expertise, broad portfolio and established distribution network to help customers simplify procurement and access an important laboratory product through a trusted channel.

As the life sciences sector continues to evolve, we will remain focused on identifying partnerships that strengthen our workflow offering and help customers support their research, quality and manufacturing objectives more effectively. The opportunity for future partnerships will depend on whether a product or brand addresses a clear customer need, complements our existing capabilities and can be supported through the appropriate local market and distribution model.

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