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Trivitron JV to lead immunodiagnostics sector in 3 years

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Bangalore:Ã?Â Trivitron Healthcare entered in a strategic partnership with Diasorin Group, a global leader in $11 billion immune segment, in order to establish itself in the immunodiagnostic market in India. Trivitron has already made its mark as a largest player in Indian IVD division, offering products in value and premium segments.Ã?Â

The DiaSorin-Trivitron partnership has led to the formation of a joint venture (JV) called DiaSorin Trivitron Healthcare, in which the parties have 51 percent and 49 percent stakes respectively.Ã?Â

Dr G S K Velu, founder and MD, Trivitron, said that, "Trivitron has always excelled in building market leadership position in the immunoassay segment with the most innovative and extensive immunoassay platform using CLIA/ ELISA/ RIA/MDx. Combining the strengths of Diasorin and Trivitron, in the next three years we attempt to reach leadership position in Indian Immunoassay segment."

The partnership will further strengthen Trivitron's immunodiagnostic offerings. Dr Velu's association with global players like Siemens and DPC for RIA with Lab Systems and Adaltis for the ELISA range, will enable Trivitron Diasorin venture to gain the leadership position. Trivitron has been a contributor in this segment, with the firm installing immunoassay analyzers in almost 70 percent of labs in India. It is also the first company to launch the CLIA (Chemi Luminescence Immuno Assay) platform in India.

Mr Carlo Rosa, CEO, DiaSorin Group, commented that the JV agreement with Trivitron is really important for the success of DiaSorin Group in such a relevant market as India, and represents an important pillar of the current and future expansion strategy of DiaSorin Group in Asia Pacific.

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