

SRL Diagnostics is born

August 31, 2012 | News | By BioSpectrum Bureau

Super Religare Laboratories is now 'SRL Diagnostics'



New Delhi: Super Religare Laboratories (SRL) will be now known as 'SRL Limited' with brand identity of 'SRL Diagnostics.' The change came after the company became a subsidiary business of Fortis Healthcare. The firm also launched a new logo to augment its new brand image.

Mr Sanjeev Vashishta, CEO, SRL, said that, "The new logo will allow people to recognize and understand the core competencies of SRL in a better way. Considering the growth potential of the healthcare sector that India is bound to witness, the need to have a brand that can stand as an independent entity was strongly felt. With the change in the name of the company, we thought it apt to unveil our new logo, which truly reflects our present reality."

SRL Limited (previously known as Super Religare Laboratories) introduced world-class gold standards in diagnostic technology and services to India in 1995 and is today the leading diagnostic laboratory network in India, with eight reference labs, eight centers of excellence, over 210 network laboratories, 19 radiology and imaging centers, and a footprint spanning over 1,300 collection centers. The firm's operations comprise of reference lab in Dubai and Nepal with more than 23 collection centers, as well as representation and liaison offices in many countries outside India.

SRL has 28 labs accredited by the NABL (ISO 15189), three labs accredited by CAP, six labs with ISO 9001:2008 certification from the International Certification Services and one laboratory accredited by the NABH.