

## Transasia - Erba Group sets a new benchmark

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**More than 1,000 units of the recently introduced, new Erba Hematology range of analyzers sold in a period of just four and half months from launch**



Transasia Bio-Medicals Ltd. has announced that it has successfully sold over 1,000 units of the recently launched Erba hematology range of analyzers in India, thereby retaining its No. 1 position in the Indian hematology market. Transasia is India's leading In-vitro Diagnostic Industry and a part of the global Transasia-Erba group.

A result of in-depth research and development at the group's European centre, the Erba hematology range was launched in India just four and half months ago to mark Transasia's 40<sup>th</sup> anniversary. The 3-Part (H 360) and 5- Part (H 560 and ELite 580) fully automated hematology analyzers, reagents and controls include a number of features to help institutions, clinicians and laboratory technologists offer accurate diagnosis.

When asked what he felt about this remarkable feat, Mr. Suresh Vazirani, Chairman & Managing Director said, "All along the 40 years of our journey, we have been committed to offering the highest level of quality and service to Doctors and their patients. India's greatest need is the easy access to affordable healthcare. And that is the lacunae that we have been striving to fill by pooling in our best technologies from our global subsidiaries and making them available at affordable prices for Indian hospitals and labs."

"Our Erba range of hematology analyzers is comparable to the best in the world and is widely used in the European market. I am grateful to our customers for their overwhelming response and our success is an outcome of the trust they bestow in us", he further added.

Erba H 360 is a 3-Part Differential Hematology analyzer and is suitable for obtaining a complete blood count (CBC) with a three part differential white blood cell (WBC) count. On the other hand, the 5-Part Differential analyzers, H 560 and Elite 580 measure cell morphology and detect small cell populations to diagnose rare blood conditions. All the three instruments are designed to be user-friendly and convenient. They aid in the screening of hemoglobinopathies like Thalassemia, sickle cell anemia and other hemoglobinopathies that are prevalent in India.

With more than 65,000 installations and the largest sales and service team in the Indian IVD Industry, Transasia has been living upto its aim of quality, accessible and affordable diagnostic solutions. Globally, the Transasia-Erba group with 14 subsidiaries across USA and Europe, is serving more than millions in over 100 countries and is dedicated to offering affordable solutions for the emerging markets.