

## Rajeev Kumria joins HEL India as GM

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**The appointment will enable HEL India to provide direct sales and marketing, service, and support operations to customers locally**



HEL Group (HEL), a global developer and manufacturer of innovative laboratory tools for process optimisation, safety, and scale-up, announced the appointment of Rajeev Kumria as General Manager of HEL India. This announcement follows the recent news that HEL is expanding operations in India by moving to a wholly-owned subsidiary in the country. Kumria will oversee the creation and commercial effectiveness of this new business.

Kumria brings 25 years of experience in general management, M&A, business development, strategy, sales leadership, and product consultancy across medical device and diagnostics sectors. He has extensive experience in managing businesses in South Asia holding leadership roles in companies such as Getinge Medical India, Thermo Fisher Scientific, Transasia Biomedical, and Bharat Serums and Vaccines.

As well as setting up the new HEL entity, Kumria will work closely with HEL's existing commercial partners, Skytech Systems, to ensure a smooth handover of business, focusing on the continuity of customer support.