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# Lordâ??s Mark Industries launches Microbiotech to pioneer genome testing in India

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**Introducing saliva-based technology for genome testing through Lordâ??s Mark Industriesâ?? brand MyDNA**



Mumbai-based Lord’s Mark Industries has launched a new wholly owned subsidiary - Lord’s Mark Microbiotech - to champion genome testing in India with their first online lab. The new subsidiary has been established as a part of celebrations to mark the successful completion of 25 years of excellence in business by Lord’s Mark Industries.

With the launch of Lord’s Mark Microbiotech, the company is also introducing saliva-based technology for genome testing through its brand MyDNA, which results 99% accuracy. The saliva-based test does not require the extraction of blood or a phlebotomist. An individual can do it after reading the enclosed instructions in the kit at their home.

Lord’s Mark Industries also has its patented algorithm called SNAPPY for calculating the Polygenic Risk Score (PRS), which estimates an individual’s genetic risk (predisposition) for a trait or condition. PRS takes the sum (aggregate) of all known common variants to calculate an overall genetic risk for a particular disease.

The new subsidiary will aim to offer accessible and affordable genome testing in 48 cities nationwide. The initial focus will be on metro and Tier 1 cities and then Tier 2 and Tier 3 towns in the next 3-4 years.

The price range for the genome testing kits will be between Rs 8000 to 16,000. The company will also collaborate with leading scientific and research institutes to develop and deploy diagnostic tools for diseases like cancer and tuberculosis. It will make an initial investment of Rs 20 crore to generate revenue of Rs 100 crore in 5 years.

*Photo Caption - (From left to right) - Manav Teli, Executive Director, Lord's Mark Industries, Subodh Gupta, CEO, Lord's Mark Microbiotech and Zainab Abbas, Senior Genetic Consultant, Lord’s Mark Microbiotech*