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# Nashik-based Cupid broadens distribution network for rapid IVD kits in India

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**Leveraging competitive edge to tap into the immense potential of the IVD market**



Cupid has announced the introduction of its Rapid In Vitro Diagnostic (IVD) kits distribution network. This move is a key component of Cupid's overarching strategy to amplify its presence in the worldwide IVD market.

The Nashik-based company has initiated the distribution of its IVD kits in various states across India, including Maharashtra, Goa, Gujarat, Rajasthan, Jammu & Kashmir, and Madhya Pradesh. The company is targeting a nationwide presence by the end of the fiscal year and has already established a strong sales team for this purpose.

Cupid's current array of IVD products comprises 13 distinct kits, marketed under the brand names 'Cupikit' and 'Cupisure'. The company aims to position Cupikit in over 10,000 labs and distribute Cupisure pregnancy detection kits to more than 100,000 chemist outlets by the close of the financial year. Within three months of their launch, the pregnancy detection kits have already been placed in 25,000 chemist outlets.

The company operates the state-of-the-art IVD manufacturing plant in Sinnar, Maharashtra, which boasts an annual production capacity exceeding 30 million kits. This facility, which has been operational for more than two years, is due for further capacity expansion in the upcoming quarters.

In addition, Cupid has successfully exported IVD kits to nations like Tanzania, Liberia, Ghana, the Philippines, and Nepal. The company is currently in the process of product registration in Cameroon, Myanmar, Bhutan, Mozambique, Nigeria, Ethiopia, Zambia, and Sierra Leone. The present export orders total approximately Rs 1.25 crore.