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Neuberg Diagnostics & ProLife Diagnostics announce strategic JV to expand advanced diagnostics in Odisha

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To open 10 Integrated Diagnostics and Wellness Centres and more than 100 satellite laboratories and sample collection centres across Odisha within two years



Neuberg Diagnostics has entered into a strategic joint venture (JV) with Bhubaneswar-based ProLife Diagnostics to expand access to high-quality, affordable and advanced diagnostic services across Odisha.

The new venture, Neuberg ProLife, will combine Neuberg's pan-India scale, advanced diagnostic capabilities, high-end technology, AI-enabled IT platforms and quality systems with ProLife's established reputation, local presence and deep understanding of Odisha's healthcare ecosystem.

Neuberg ProLife will offer a comprehensive portfolio spanning routine and specialised pathology, radiology, preventive wellness and advanced diagnostics, including genomics, metabolomics, proteomics, digital pathology and AI-enabled advanced radiology.

Dr GSK Velu, Chairman and Managing Director, Neuberg Diagnostics said "Odisha is an important market in Neuberg's pan-India expansion journey, with significant potential to improve access to quality and advanced diagnostics beyond the major urban centres. Through Neuberg ProLife, we are bringing together Neuberg's technology, advanced diagnostic expertise and national scale with ProLife's strong local presence and understanding of Odisha. Our vision is to build a future-ready diagnostic network focused on accessibility, affordability, early detection and preventive healthcare."

As part of its expansion strategy, Neuberg ProLife plans to establish 10 Integrated Diagnostics and Wellness Centres across Bhubaneswar, Cuttack, Rourkela, Berhampur, Sambalpur, Puri, Balasore, Bhadrak, Baripada and Jharsuguda. These centres will be supported by more than 100 satellite laboratories and sample collection centres across Odisha within the next two years.

The hub-and-spoke network will enable patients across Tier 2, Tier 3 and emerging markets to access routine and specialised diagnostic services closer to home, reducing the need to travel to larger cities for advanced investigations.