



## **Advy-GeNei partnership to enable a one stop shop for IVD and Life Science customers.**

8th January 2021

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Advy is pleased to announce the acquisition of GeNei Laboratories Private Limited ('GeNei Labs') by its sister concern, Rivaara Labs Private Limited.

GeNei Labs, founded in 1989, is a research driven organization that has cultivated a dominant brand name in the development, manufacture and distribution of molecular reagents and kits, in India, over the past three decades. GeNei Labs has a 25000 sq. ft state of the art facility equipped with advanced molecular biology, large scale protein/ antibody/ DNA purification, bio-analytical, genomics/proteomics and diagnostic laboratories which are supported by biosafety, international QA/QC platforms, assembly and logistics. GeNei has a team of over 20 highly experienced scientists whose innovations have been essential tools in the armor of scientists working in the elds of academic research and education as well as in industry-based research organizations for the past 30 years.

At Advy, we believe the collaboration with GeNei Labs will enable Advy to offer a complimentary product basket to its esteemed clientele. Advy is a pioneer in the indigenous development of native antigens and bulk polyclonal antibodies, broadly for immunoassay applications. The addition of molecular reagents, value-enhanced antibodies, and contract development services under the Advy-GeNei label, will benefit our IVD and Life Sciences Customers to meet most of their raw material requirements from a single service point. This expanded and synergistic product range would naturally include the same economic advantages, superior quality, and tailored customization, which have become the hallmarks of Advy's customer service mantra.

Over the next few weeks, our team will share the new product catalogues and technical brochures with you for your perusal and queries, if any.

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### About Rivaara Labs Private Limited:

[www.rivaaralabs.com](http://www.rivaaralabs.com)

Incorporated in 2019, and headquartered in Mumbai, India, Rivaara Labs is a company founded by Mr. Bharat Daftary who is also the erstwhile promoter of **Bharat Serums & Vaccines Ltd. (BSVL)** (<https://www.bharatserums.com>). Mr. Daftary played a key role in building the company and making it a top 10 bio-pharmaceutical companies of India with an employee strength of 3000+ people and an annual revenue of around 120 million USD. With a vision to save lives by making critical Molecular Diagnostics and Point of Care Technologies accessible, Rivaara Labs was formed.

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## GeNei™

### About GeNei Laboratories Private Limited:

[www.geneilabs.com](http://www.geneilabs.com)

GeNei Laboratories Pvt. Ltd., founded in 1989, develops and produces an array of highquality, affordable life science products. GeNei addresses your molecular biology, protein science reagent needs, along with kits for teaching and diagnostics. It also provides a variety of custom services in the eld of biology. All of GeNei's products are also subjected to intense quality control to ensure that the consumer has the best possible tools for their work. Our experience, expertise and competitive prices make us a one-stop shop for customers in the elds of molecular biology, research and teaching kits, lab equipment and customized antibodies amongst other products. As an ever-growing company GeNei aims to both continue the tradition of high-quality products as well as expand offering in the diagnostic, education and research spheres.

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## **About Advy Chemical Private Limited**

[www.advychemical.com](http://www.advychemical.com)

Advy Chemical, founded in 1989 and led by Syd Daftary has been an Indian pioneer in the development of Polyclonal Antibodies & Native Human Antigens, which are used in the manufacturing of finished reagents in the IVD Industry. Advy India's Mumbai facility is also **WHO PQ** approved for manufacturing Lateral Flow Assay Tests. Advy is listed in the **EU TRACES** database for exporting the antibodies products to EU. Advy's QMS is compliant with **ISO 9001** and **EN ISO 13485** Standard. Advy exports its products around the world, significantly to USA, Europe, Japan and China. Advy has its own goat farm dedicated to the manufacture of polyclonal antibodies.

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“We believe that the partnership between GeNei and Advy fosters a win-win environment for global customers and for Indian science. Enabling the availability of quality immunoassay and molecular research and IVD materials under one roof, allows for a greater customer-centric approach, which is the ultimate objective of the Advy-GeNei partnership.”

**Syd Daftary**

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Our mailing address:  
**Advy Chemical Pvt. Ltd.**

**Corporate Address:**  
17th Floor, Hoechst House, Nariman Point, Mumbai – 400 021  
+91 22 6656 0900

**Plant Address:**  
Plot No. A-332/336/338, A-337 & 339, Rd No. 25 & 26, Wagle Estate, Thane - 400 604  
+91 8657428612/613/614  
info@advychemical.com