

SRL Diagnostics to double its retail presence in Kolkata

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New Delhi: SRL Diagnostics has said that it will nearly double its owned Pathology Center network in Kolkata, over the next three months. The company is in the process of opening new centres across key areas of Kolkata including Kankurgachi, Kasba and Ranikuthi.

The first new center to open in Kolkata, on Maniktala main road was inaugurated by West Bengal Minister of State for Women and Child Welfare and Social Welfare, Dr Shashi Panja. The expansion in Kolkata is part of the company's plans to improve its focus on patient care and will also involve new owned centres opening up across the country in the near future.

The newly launched spacious pathology centres serve a comprehensive menu of more than 3500 tests, performed under the supervision of highly experienced pathologists. The significantly increased number of centres will mean a significantly improved capability of serving several million Kolkatans residing in the city of joy. With the launch of these flagship centres, SRL will now take the total count of owned Pathology Centers to 8 in the city.

Speaking on the occasion, Mr Arindam Haldar, CEO, SRL Diagnostics said, "SRL's focus on

customer-centric service, innovation and quality of service has made us the most preferred diagnostics chain in the country. As a visionary organisation in the field of Clinical Diagnostics in India, it was a logical next step to substantially improve coverage and access to our services in key markets. We have a number of plans in the pipeline that are bound to make a marked difference in the way healthcare is perceived in the country and this is just the beginning.”

SRL currently carries out around 1.25 lakh tests a day across a network of 376 laboratories and a footprint spanning more than 6300 collection points. The company also has large labs in Dubai, Sri Lanka and Nepal, and about 70 collection points in various countries outside India.

“We believe in opening up aesthetically designed, comfortable touch points for our patients. With the launch of these new centres, customers get much easier access to the complete SRL portfolio. Along with the new centres, SRL will soon also launch a series of specially designed baskets (of tests) for carrying out preventive full-body check-ups. These will be based on the customer’s profile – age, gender, lifestyle, demographics, life-stage, medical history, family history etc.,” he added.

Commenting on the same, Mr Anindya Chowdhury, SBU Head – North and East, SRL Diagnostics said, “Kolkata’s recent economic progress, along with being the financial and commercial hub of the eastern and North-eastern part of the country, is enabling a growing number of people to increase their focus on the importance of wellness, fitness and nutrition. This makes it one of the prime markets for SRL’s expansion and to launch these preventive packages,”

Based on the initial assessment and SRL Diagnostics’ in-house intelligence, the staff at any of the Pathology centre will recommend a set of preventive health packages, researched and specifically designed to suit the specific needs of the individual customer.

“Through specially designed packages at our highly innovative and advanced pathology centres, we will be able to provide customised healthcare options to the residents of Kolkata. Our preventive packages are created by our medical experts to meet the common needs of adult men and women, these packages help detect symptoms at an early stage, helping people take correct medical advice and treatment,” Mr Haldar added.