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PHASE
HOLOGRAPHIC
IMAGING

PHI expands its global network to India

Phase Holographic Imaging (PHI) has entered a business relationship with Medi Analytika India Pvt. Ltd. This new distributor will represent PHI in the large and growing Indian market and manage the full sales process and customer relations for the HoloMonitor® product portfolio.

“We see it as the right time to expand our global network with this established partner. Medi Analytika is recognized as the largest Instrumentation company in India, supplying equipment for preclinical research and biopharma in relevant fields such as preclinical research, cell biology, biotechnology, drug discovery and neuroscience. With this relationship, we can now fully address the demand of India-based customers for our non-invasive live cell analysis solutions and enter one of the world’s fastest-growing markets,” — comments PHI’s CEO Patrik Eschricht.

About Medi Analytika India Pvt. Ltd

Medi Analytika is one of the leading instrumentation companies in India. The company has offices in Chennai (Head office), Hyderabad (South India), Calcutta (East India), Mumbai (West India) and Delhi (North India).

Medi Analytika was established in 1994 by a team of medical physicists and engineers to serve customers in India by supplying state-of-the-art instrumentation from world-leading instrumentation companies. The founders have since grown Medi Analytika into a highly successful sales, service and support organization that is recognized all over India as a key supplier of quality products.

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Phase Holographic Imaging (PHI) develops instrumentation and software for time-lapse cytometry. The products are used for long-term quantitative analysis of the dynamics of live cells, particularly significant in the research of cancer, as well as in the treatment of inflammatory and autoimmune diseases. The products are sold globally through the company's distributors. The company is based in Lund, Sweden, and in Boston, Massachusetts.