

Merck Millipore India, Toshvin enter sales deal

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Bangalore: Merck Millipore India, a division of Merck, Germany, has entered into a partnership with Toshvin Analytical in order to enhance capabilities and provide comprehensive services through their laboratory water purification system to customers in the western and central regions of India.

Merck Millipore water purification systems, including Elix and Milli-Q, are designed to produce pure and ultrapure water purification solutions for high end research and pharmaceutical industries. The partnership is expected to build Merck Millipore's brand of laboratory water purification systems in these regions.

With Toshvin as a strategic channel partner for sales and service in Maharashtra (except Mumbai, Navi Mumbai and Patalganga) and Andhra Pradesh (except Hyderabad and Secunderabad), Merck Millipore will be able to provide customers with an enhanced service offering.

Commenting on this partnership, Mr Vivek A Parachur, director, Lab Water, Merck Millipore, said, "With over two decades of expertise in providing pure water solutions to laboratories across India, Merck Millipore has a dedicated service network that offers comprehensive after sales and validation support to customers. In Toshvin Analytical, we have found a partner that is aligned with our business strategy. Toshvin's experience and customer orientation will enable us to provide wide-ranging support to our customers in Western and Central India."

Mr Nakul Toshniwal, MD, Toshvin Analytical, said that, "We are pleased to enter into this partnership with Merck Millipore, the world's leading manufacturer and supplier of laboratory water purification systems. Toshvin is a pioneer and a leading player in this sector; having introduced analytical instruments to India over sixty years ago. With our strong presence in the analytical instrumentation industry, commitment to after sales support and experience in the laboratory water purification area, we look forward to expanding Millipore's customer base and supporting existing users of Millipore systems in the western and central regions."