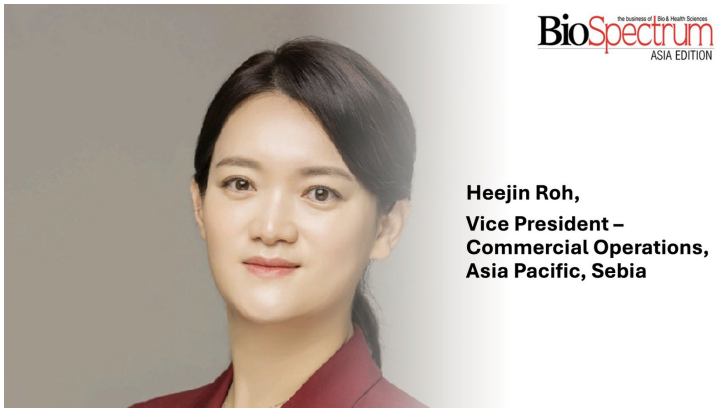
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ASIA EDITION

# "We focus on enabling early disease diagnosis through cutting-edge technologies"

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**France headquartered Sebia, a global leader in specialty diagnostics, is continuing its geographic footprint to better serve its customers. Over the decades, the company has earned worldwide recognition for its pioneering expertise in Multiple Myeloma screening, diagnosis, and monitoring, as well as its leadership in hemoglobinopathies diagnosis. In recent years, Sebia has significantly expanded its portfolio in autoimmunity and infectious disease diagnostics through strategic acquisitions Ã¢â?¬â?• ORGENTEC in 2021 and ZEUS Scientific in 2022. The company is now all set to strengthen its presence in India, thereby expanding its reach, building talent, and raising awareness. Sebia established its presence in India in 2019 and has achieved consistent double-digit growth year after year. To find out more about the company's growth plans in India, BioSpectrum spoke to Heejin Roh, Vice President Ã¢â?¬â?? Commercial Operations, Asia Pacific, Sebia.**




**Please share details of the new initiatives being taken in 2026 to strengthen the company's presence in India.**

In 2026, we are focusing on both geographic expansion and talent development. A new branch office will soon be inaugurated in Mumbai, strengthening our regional presence and customer engagement. At the same time, Sebia India is committed to nurturing young talent in the diagnostics industry through structured training programmes, mentorship initiatives, and leadership development, ensuring we build the next generation of diagnostics professionals. Alongside this, Sebia India is committed to introducing an exciting pipeline of new products across Autoimmunity, Infectious Diseases and bringing innovative diagnostic solutions closer to our customers.

This combined approach of innovation, expansion, and talent development will help us build a stronger foundation for the next generation of diagnostics professionals in India.

**Which are the major therapeutic areas that Sebia India is focusing on?**

Our core focus remains on areas of high clinical importance and unmet need. These includes the screening, diagnosis and monitoring of Multiple Myeloma, Diabetes, Hemoglobinopathies & Thalassemia and Autoimmune disorders.

**Are you planning to launch new products or technologies for the Indian market in 2026 and beyond? How cost-effective are these compared to competitors?**

We have an exciting pipeline. We will soon launch the IFA (Indirect Immunofluorescence Assay) range for advanced autoimmunity testing, introduce serum Free Light Chain testing for better diagnosis and monitoring of multiple myeloma, and expand our infectious disease portfolio with over 30 parameters on our Alegria system.

While we differentiate through quality, reliability, and innovation, our pricing strategy ensures we remain competitive for the Indian market, delivering long-term value over more cost savings.

**Sebia recently partnered with Agilus to launch the Anti-MCV antibody test in India. How is the progress so far?**

Yes, this is a milestone. The Anti-MCV is our patented marker for the early diagnosis of rheumatoid arthritis, with the ability to detect disease up to two years before clinical symptoms appear, including in seronegative RA patients.

We are working closely with Agilus to reach a large network of clinicians through scientific engagement programmes. This partnership will help improve early detection rates and enable better patient outcomes. Several similar collaborations are already in the pipeline.

**How is Sebia working towards reducing the disease burden in India?**

We focus on enabling early disease diagnosis through cutting-edge technologies, empowering clinicians to initiate timely therapeutic interventions and treatment protocols for improved patient outcomes. To achieve this, we work closely with clinicians and healthcare societies to raise awareness about the importance of early screening and diagnosis for conditions such as Myeloma, Diabetes, Thalassemia, Sickle Cell Disease, and Autoimmune disorders.

**What are the opportunities and challenges in the Indian diagnostics market, and how is Sebia addressing them?**

**Opportunities:**

- **Rapid market growth** driven by an ageing population, higher incomes, expanding insurance coverage, and rising preventive healthcare adoption.
- **Government initiatives** such as the Mission to Eradicate Sickle Cell Disease as public health problem by 2047 .
- **Growing adoption of advanced technologies** in urban and tier-2 cities.

**Challenges & Sebia's Approach:**

1. **Multiple Myeloma** – Despite high disease burden, there are no national screening guidelines. Sebia is engaging hospital network, medical societies, patient advocacy groups to create awareness among clinicians for high risk population screening.
2. **Hemoglobinopathies** – Awareness and diagnosis are improving, but implementation for a large scale screening programmes remains challenging due to terrain, infrastructure and manpower requirements. Our high throughput capillary electrophoresis system offering ease in reporting supports large volume sample testing which enhances the scalability of testing in a short time frame.
3. **Diabetes** – India accounts for **~17% of the global diabetes burden**. Glycated hemoglobin (HbA1c) is a key parameter in the diagnosis of diabetes, HbA1c reflects the average blood glucose over the 3 past months. Based on many years of experiences in Capillary electrophoresis technology, Sebia has adapted this technology for HbA1c testing. This innovative technology provides to laboratories and clinicians accurate and meaningful results to ensure a better patient management. Sebia promotes capillary-based HbA1c testing.
4. **Autoimmune Disorders** – Affecting **2–3% of the Indian population**, with a post-COVID rise, but still low on public health priority lists. Sebia partners with societies such as CAHO to expand awareness and scientific engagement. In addition, Sebia leverages key global and national awareness days—such as Sjögren's Day, World Lupus Day, Antiphospholipid Syndrome (APS) Day, Celiac Awareness Day, and World Arthritis Day—to highlight important autoimmune conditions. These campaigns help us engage clinicians, patients, and the wider healthcare community in meaningful dialogue, spreading awareness and reinforcing the importance of early diagnosis and comprehensive

disease management.

India’s diagnostics market holds immense potential. By combining global innovation with local accessibility, we aim to play a central role in transforming the diagnostic landscape and ultimately improving patient outcomes.

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