

OvPlex to be sold in India from Q3 2012

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Mumbai: HealthLinx Limited with distribution partners INEX Innovations Exchange and Metropolis Healthcare will begin selling OvPlex in India beginning the third quarter of 2012. OvPlex will be available in Mumbai from August 1, 2012, with extension of distribution to take place through all major Indian cities over the following six months.

OvPlex is a diagnostic test that measures levels of five proteins in a patient's blood. One of the proteins is CA125, which has been used for several years for the detection and monitoring of ovarian cancer. When measured along with the four additional proteins that make up OvPlex, a significant enhancement in diagnostic performance can be achieved. In recognition of its ability to address unmet medical needs, [OvPlex won the BioSpectrum Asia Pacific Bioscience Industry Product of the Year Award for 2010.](#)

Metropolis Healthcare was founded by Dr Sushil Shah in 1981. Metropolis Healthcare is India's leading multinational chain of 85 diagnostic centers and 600 collection centres across India, Sri Lanka, South Africa and Middle East.

This rapid expansion of jurisdictions in Asia, in which OvPlex is available, is prompted by excellent market acceptance and growth in Singapore and Malaysia, where it has been on the market since October 2010. Since this time, INEX has exceeded expected sales targets by approximately 25 percent and continues to grow.

HealthLinx and its partners INEX and Metropolis Healthcare expect sales in India to grow rapidly over the next six months. Healthlinx and INEX are also exploring the opportunity of obtaining private insurance reimbursement on the test, and that should further increase sales.

"This expansion is an excellent result for women in India who will shortly have access to OvPlex" said Mr Nick Gatsios, managing director. "As a company we are excited with INEX's proactive expansion strategies and management of both companies is working very closely to ensure further expansion occurs in a seamless, cohesive and timely manner."

Plans to expand into other jurisdictions, to which INEX has an option in their distribution agreement, including Indonesia and Thailand, will be announced in shortly.