



# easyDNA Launches DNA Testing in India

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*International DNA paternity testing firm easyDNA has expanded its operations into India, the first country in Asia to be serviced by this leading DNA testing company.*

PR9.NET July 02, 2008 - Nagercoil, India – easyDNA, a leading DNA testing firm, marked the launch of their operations in India with an announcement that it had opened its first office in Nagercoil, to offer its portfolio of DNA testing services including DNA Paternity Testing ([http://www.easydna.in/content/index.php?section\\_id=1](http://www.easydna.in/content/index.php?section_id=1)), DNA Relationship Testing ([http://www.easydna.in/content/index.php?section\\_id=2](http://www.easydna.in/content/index.php?section_id=2)) and DNA Forensic services ([http://www.easydna.in/content/index.php?section\\_id=5](http://www.easydna.in/content/index.php?section_id=5)).

The office includes a team of fully trained staff ready to provide all the necessary information to clients prior to purchasing the test, including all the procedures required to order the DNA test, to collect their DNA sample and send everything back to the company. The company has also launched a dedicated site <http://www.easydna.in> specifically to cater for clients based in India. The site contains extensive information about DNA testing and how to go about doing the test. It also includes a full list of tests and prices quoted in the local currency – Indian Rupees.

Customers can order their test directly through the website and make payments by credit card. Alternatively, the company has also provided to receive payments by bank draft or directly to a local bank account in India.

Commenting on this development, Sales and Marketing Director Andrew Alexander, said, "This is a very interesting development for easyDNA and our marketing platform. India is a very large country and the cultures are diverse and the logistics of rendering the service are not always easy. However, we are working hard to provide the clients – wherever they are based in India - with the very best levels of customer service. At easyDNA we feel it is important to not only excel in science but also to continually strive to make sure that client receives the highest levels of customer service wherever that client may be based."

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## About easyDNA

DNA paternity testing firm easyDNA has expanded its operations to provide its DNA testing services in two new markets: Australia and New Zealand.

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