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Cryobanks International India expands footprint in the region of Rajasthan March 17, 2008 Cryobanks International India, a leader in umbilical cord blood stem cell banking has announced its plans for increasing its presence in various cities of Rajasthan due to the rapidly increasing demand noted by the company in last six months. With over 100 clients across Rajasthan, Cryobanks International India confirmed the increasing demand; the company is faced with in the state.

Speaking at the occasion, Dr. CV Nerikar, CEO - Cryobanks International India said, "Umbilical cord blood stem cell banking is a revolutionary concept and its recognition in a state like Rajasthan, not only affirms the ever growing acceptance by locals here but also sets an exemplary example for other states to follow."

Cryobanks' easy instalment options have proven to be a pull factor for many families who did not even consider a concept such as this. Dr. Nerikar opined, "Stem cell banking isn't the domain of the affluent any more. Most of our clients have opted for the EMI scheme. While India is a price sensitive market, the awareness that is required for a medical concept such as stem cell banking is what is more crucial. At Cryobanks', we are constantly trying to reach out to our audiences and the EMI scheme was just one route adopted."

Today, Cryobanks has customers in Kota, Udaipur and Jodhpur apart from Jaipur. In Jaipur alone, Cryobanks is providing services to over 70 customers.

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