



# Who We Are

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Microbite Diagnostics started in January 2021 during the COVID-19 pandemic, providing microbial culture processing services and clinical diagnostics. We serve hospitals, laboratories, and food industries, offering OT/ICU/NICU/CATHLAB swab contracts and laboratory setup support. Our training institute has trained 300+ students in Microbiology, and we regularly conduct online, offline, and on-site training for students and researchers across India.

## Goals

- To offer superior microbial culture and diagnostic services to hospitals, food industries, and research institutions.
- To train and equip students and professionals with industry-relevant microbiology expertise.
- To ensure compliance with regulatory standards in drug, cosmetic, and food processing sectors.
- To enhance quality control and accurate diagnostics for better healthcare and food safety.

## Background

MicroMedia is a trusted leader in producing high-quality microbial media plates for clinical, pharmaceutical, research, and industrial applications. We specialize in manufacturing prepared culture media, bi-plates, and combi-plates, ensuring reliable and consistent microbiological testing solutions.

## Values

- Excellence – Ensuring top-quality products for microbiological research.
- Innovation – Pushing boundaries in microbiological media development.
- Integrity – Providing transparent and dependable solutions.
- Sustainability – Promoting eco-conscious production practices.
- Collaboration – Partnering with industry leaders and researchers worldwide.

## Goals

- To lead the microbiological media market with innovative and high-performance products.
- To uphold stringent quality control standards for reliable laboratory results.
- To support research and development with cutting-edge microbiological solutions.
- To expand our network and global presence as a trusted microbiological media provider.



# Products & Services

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## General Microbiological Media

- Blood Agar Plate (BAP) – For bacterial hemolysis identification.
- Chocolate Agar – Enriched medium for fastidious bacterial growth.
- Mueller-Hinton Agar – Standard for antibiotic susceptibility testing.

## Selective and Differential Media

- Chromogenic Agar (CHROMagar) – Rapid differentiation of bacterial species.
- MacConkey Agar (MAC) – Selective and differential medium for enteric bacteria.
- Cetrimide Agar – Selective isolation of *Pseudomonas aeruginosa*.

## Specialized Media

- CHROMagar Variants – CHROMagar Orientation, CHROMagar MRSA, CHROMagar Salmonella.
- CLED Agar – Supports urinary pathogens and prevents swarming of *Proteus*.

## Multi-Application Media

- Bi-Plates and Combi-Plates – Designed for efficient microbial identification, including:
  - Blood Agar + MacConkey Agar – Hemolysis detection and enteric differentiation.
  - SS Agar + MacConkey Agar – Identification of *Salmonella* and *Shigella*.
  - MacConkey Agar + Cetrimide Agar – Differentiation of Gram-negative and *Pseudomonas aeruginosa*.
- UTI Combi-Plate – Detection of urinary tract infections.
- Respiratory Combi-Plate – Identification of respiratory pathogens.
- Gastrointestinal Combi-Plate – Screening for GI infections.
- Advantages of Our Media Solutions

# Choose Us

- Unmatched Quality – We follow stringent quality control measures to ensure reliability.
- Innovative Solutions – Our research-driven approach leads to advanced microbiological media.
- Customization Options – Tailored solutions for diverse laboratory needs.
- Global Reach – Serving industries and research institutions worldwide.
- Expert Support – Our team of specialists offers technical guidance and customer support.

# How to reach us

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