

# TRIVITRON SMILES



## TRIVITRON MEDICAL TECHNOLOGY PARK

### PRESS MEET



*Dr. G.S.K Velu of Trivitron and Mr. Yoshihiro Yoshikawa, President, Aloka Co. Ltd., Japan exchanging the signed agreement in the presence of the Hon'ble Union Health Minister, Dr. Anbumani Ramadoss.*

The joint venture agreement with Aloka for the manufacture of ultrasound equipment in India, signed in the presence of the Hon'ble Union Minister for Health and Family Welfare, Dr. Anbumani Ramadoss.

### BHOOMI POOJA



The Bhoomi Pooja marking the laying of the foundation stone at the Trivitron Medical Technology Park, at Irungattukottai in Tamil Nadu on 19th May 2008.

### ► REDEFINING WHO WE ARE

# TRIVITRON

## HEALTHCARE

*speaking your language*

Our recent business development plans have made us the first company in the world to offer products spanning all the five components of medical technology: **Medical Equipment, Diagnostic Solutions, Healthcare IT, Medical Consumables & Medical Devices.** Additionally, our foray into indigenous manufacturing has enabled us to offer multiple cost options to our customers. Today, we can be proud of the fact that **the company has evolved from a medical equipment company to becoming one of India's leading healthcare brands.**

Trivitron Healthcare has retained the same tagline 'Speaking Your Language' because 'understanding', the core promise that has always set Trivitron apart, will always form the bedrock of our identity. The new face of Trivitron is bolder and more visible – designed to help people find us in a crowd.

However, it's not the teal with the dash of red, it's not the tagline, it's not the advertising or the marketing that we want our customers to remember. It's our service standards. And all our efforts in brand building are devoted towards evolving better and more effective methods of communication so that we know what you want and how to bring it to you.

## ► THE DISTRIBUTION AGREEMENT WITH BOSTON SCIENTIFIC CORPORATION, USA.

We are glad to announce an **exclusive distribution agreement with Boston Scientific Corp, one of the largest medical devices company worldwide.** The agreement grants Trivitron the exclusive right to market and distribute Boston Scientific's medical device portfolio in India.

With this distribution agreement, Trivitron Healthcare will assume a significant position in the field of medical devices. It will also become **the only company to offer healthcare solutions in all the five segments of medical technology.**

This distributor agreement will help us access the Rs. 2000 crore medical devices market in India. In return, Boston Scientific will benefit from Trivitron's comprehensive network for sales and clinical support across India. Trivitron will create a dedicated team to market and support the entire range of Boston Scientific's products.

Boston Scientific is a worldwide developer, manufacturer and marketer of medical devices used in a broad range of interventional medical specialties including **interventional cardiology, cardiac rhythm management, endoscopy, neurovascular medicine, electrophysiology, peripheral interventions, gynaecology and urology.**

*"This association will help us provide the latest medical device technology to patients in India, especially in the area of cardiology which is the fastest growing market in India."*

**The Boston Scientific and Trivitron distribution agreement is a major step forward in providing India's healthcare market with the most advanced and proven technologies worldwide.** Thanks to Trivitron's network in India, more physicians will have access to Boston Scientific technologies and treatment options for patients.



Mr. Michale Sorkin, Sr. Vice President International, Boston Scientific Corporation, USA with Dr. G.S.K Velu, Managing Director, Trivitron Group of Companies.

## ► TRIVITRON SIGNS EXCLUSIVE DISTRIBUTION PACT WITH GAMBRO

Trivitron Healthcare has entered into exclusive distribution pact with Gambro, Sweden.

**Gambro is a global medical technology company and leader in developing, manufacturing and supplying products, therapies and services for In-centre Care, and Self Care Hemodialysis, Peritoneal Dialysis, Renal Intensive Care and Hepatic Care.**

Gambro has production facilities in 9 countries and sales activities in more than 100 countries.



With this distribution agreement, **Trivitron Healthcare will provide composite products and services for the Renal Care segment** in India and South Asian countries.

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## ► EXCLUSIVE DISTRIBUTION PACT WITH HOLOGIC

Trivitron announced an agreement with Hologic, USA, the global leader in women's healthcare. This union allows Trivitron to market women's healthcare products in India for the east, west and southern regions of the country. It will also radically **impact the women's healthcare arena with innovative and technologically superior products for cervical cancer, breast cancer and bone health.**

Hologic is a \$ 1.8 billion company and a leading developer, manufacturer and supplier of premium diagnostics, medical imaging systems and surgical products dedicated to serving the healthcare needs of women throughout the world.

Hologic products are currently organized in the categories of **breast health, diagnostics, gynaecology surgical and skeletal health, with a focus on cancer screening, osteoporosis assessment, pre-term birth risk assessment & molecular diagnostic products** including reagents for a variety of DNA and RNA analysis applications.

ThinPrep Pap, NovaSure® and FullTerm™ are a few of **Hologic's innovative products. ThinPrep Pap test is the only liquid-based cytology method approved by the U.S. FDA** as "significantly more effective" than the conventional pap smear for detection of cervical abnormalities.



Mr. Jack Cumming, Chairman & Chief Executive Officer, Hologic with Dr. G.S.K Velu, Managing Director, Trivitron Group of Companies.

*Women's Health Care has been receiving a great deal of attention in the field of medical technology. Trivitron has taken a special effort to address the issue by focusing on reproductive health care and gynaecological surgical health.*



## ▶ TRIVITRON - SIEMENS

Trivitron has formed a strategic association with Siemens Healthcare in India. **As per the agreement, we are responsible for providing sales and after sales support to the selected segment of customers for all Siemens product lines.** We will also take care of the government segment exclusively apart from the list of over 90 private customers across India.

**The association between a multinational diagnostics giant – Siemens and a true Indian diagnostics company – Trivitron, is the apt solution for the requirements of customers in India.**

We are already supporting Siemens customers, with our well accepted customer-friendly after-sales policy and we have also formed a dedicated team of service engineers and application specialists for Siemens customers.



## ▶ JOINT VENTURE WITH BRANDON MEDICAL FOR COLD SHADOWLESS LIGHTS FOR OPERATION THEATRES



**At the Medica exhibition held in Dusseldorf, Germany, Mr. Gareth Thomas, Minister for Trade Investment and Consumer Affairs, United Kingdom, announced the joint venture between Brandon Medical and Trivitron Healthcare to manufacture operation theatre lights.**

Located in Leeds, England, Brandon Medical UK, is one of the leading manufacturers of operation theatre lights. Their current manufacturing facility caters to the requirements of the international market. When the need for a new manufacturing facility arose, India was chosen as the site with Trivitron as the joint venture partner. **This will be the first facility in India for the manufacture of the most advanced operation theatre lights and production is expected to commence by the end of 2009.**

## ▶ JOINT VENTURE WITH BIOSYSTEMS FOR IVD REAGENTS MANUFACTURING



Biosystems, Spain is one of the leading manufacturers of clinical chemistry reagents & instruments, immuno-fluorescence reagents & instruments, immuno-turbidimetry reagents for over 3 decades now.

The company has its manufacturing facility at Barcelona and this facility will be the first outside of Spain for manufacturing clinical chemistry products. **The estimated total volume of reagents that will be produced in the plant is about 1,50,000l/year.**

The plant will be set up with the help of a specialist technical expert from Spain. The design has been finalised and construction is scheduled to begin in January 2009. This facility will cater to both domestic as well as foreign markets. Products are expected to roll out by the beginning of 2010.

## ▶ ALLIANCE MEDICORP

Apollo Dialysis Cliniques will be India's first ever venture looking to use aesthetics and patient comfort as much as medical expertise and timely care to treat dialysis patients and is being spearheaded by **Alliance Medicorp, a joint venture by Apollo Hospitals and Trivitron Healthcare, formed specifically to address the issues faced by dialysis patients at different levels.**

India's premiere out-of-hospital dialysis brand, Apollo Dialysis Cliniques, will provide high-end dialysis services and is designed to address specific issues that affect dialysis care in India today. These include overcrowded centres, lack of integrated facilities and absence of a clear understanding of the multitude of technical and lifestyle factors that contribute to the global definition of 'quality dialysis'.



Inauguration of Apollo Dialysis Cliniques by Hon'ble Union Health Minister, Dr. Anbumani Ramdoss in the presence of Dr. Prathap C. Reddy, Chairman, Apollo Group & Dr. G.S.K Velu, Managing Director, Trivitron Group of Companies

In addition to world class dialysis, Apollo Dialysis Cliniques will also offer a series of non-medical related facilities ranging from pick-up and drop to choice of room type.

**For the first time in India's medical history, dialysis patients are going to experience renal care designed with them in mind.** That is our understanding of quality and that, we believe, will make all the difference.



Apollo Dialysis Cliniques.



## ▶ THE TRIVITRON MEDICAL TECHNOLOGY PARK

Indian Medical Technology comprises five segments – **electronic equipment, diagnostics, healthcare IT, devices and consumables**. And almost 90% of all medical technology is still imported. The core vision of Trivitron has always been to understand and analyze the needs of medical professionals across India & other developing countries, and to cater to those needs in a cost-effective manner.

**The Trivitron Medical Technology Park is the first Indian manufacturing initiative for indigenous medical technology products in collaboration with the best multinational medical technology companies & research institutes in the world.** Trivitron has acquired 25 acres of land in SIPCOT, Sriperumpudur, near Chennai from the Govt. of Tamil Nadu, for indigenous as well as joint venture manufacturing with Aloka and Biosystems, Spain.

*The joint venture company, will be known as Aloka Trivitron Medical Technologies P Ltd. and the first consignment of imports for the manufacture of Aloka products arrived here in November 08.*

### **Biosystems Diagnostics India P Ltd.**

Manufacturing for Biosystems is expected to commence in April 2009.

Till then, Trivitron will manufacture in its own premises at Poonamalle High Road, Chennai. This facility is already equipped to manufacture haematology reagents and dialyser concentrate. The facility for biochemistry reagents is also ready after inspection and is due to start production from January 2009.

### **Brandon Medical's OT lights**

Brandon Medical is an award winning, UK based medical technology company, with over 40 years experience in the healthcare industry. Brandon Medical manufactures a range of products including operating theatre lamps, mobile operating lamps, minor surgical / examination lamps, surgeon control panels and emergency power systems.

At the Trivitron manufacturing facility, Brandon Medical will support the manufacture of state-of-the-art products like operation theatre lights. The technological expertise of Brandon Medical combined with the marketing strength of Trivitron will make high quality OT products at affordable costs, a possibility in India.

**Trivitron Healthcare has also invested in joint venture manufacturing with Vision Medicad, Pune for the manufacture of high-end x-rays.**



The Trivitron Medical Technology Park at Sriperumpudur - the first Indian manufacturing initiative for indigenous medical technology products.

## ▶ UNVEILING THE PRIDE SERIES



Trivitron has undergone divisional realignment in an effort to meet its vision of becoming a 1000 crore company by 2010. The Pride Series is an integral part of the medical instruments and consumables division.

**PRIDE is Trivitron's indigenous manufacturing initiative and complies with ISO and CE certification requirements.** Trivitron initiated an exclusive 'value for money' product segment with in-house capabilities for design and development of products for multi-site application catering to all specialties of medical fraternity. CKD & SKD assembly and exclusive OEM agreements with international brands like Mortara, USA, Dyansis, USA and CAMI, Italy will support the Pride Series initiative of Trivitron. The products being introduced in the Pride series are:

- Multi-channel ECG Recorders
- Infusion & Syringe Pumps
- Stress Test Systems
- Holter Analysers
- Paediatric Incubators & Warmers
- Oxygen Concentrators
- Multi-parameter Monitors
- OT Tables & Lights
- Foetal Monitors and Dopplers
- High Frequency Ventilators

Trivitron has developed an in-house fabrication engineering team to facilitate Ambulance Vehicles fitted with all the required products for critical care management. The Pride Series is an integral part of the medical instruments and consumables division.

## QUALITY CARE BEGINS AT HOME



Trivitron has launched Home Health Products under the Pride Series banner. This division will support hospitals and patients with world-class products in a cost-effective manner.

Diabetic patients who need to monitor their blood glucose levels on a regular basis to prevent a sudden complication can now assess blood glucose levels and minimize the chances of unforeseen complications. Glucometers were launched as part of the initiative.

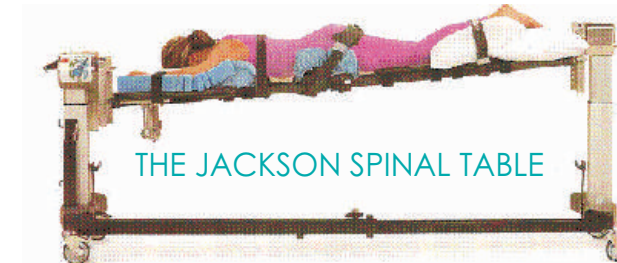
**The products basket will include Cholesterol Meters, Nebulisers, Disposable Thermometers, BP Apparatus, Geriatric Beds, Weighing Scales and Paediatric Thermometers.** More products are due to be launched to improve the quality of life for patients. Special focus will be given on promoting products targeting the Indian housewife, the custodian of family health in the country.

## ▶ TURNING THE TABLES ON SPINE SURGERY

Trivitron, in association with Mizuho, Japan launched the Jackson Spinal Table in 2008. The first Jackson Spinal Table was installed in the dept. of Orthopaedics & Spine surgery at Apollo Hospitals, Chennai.

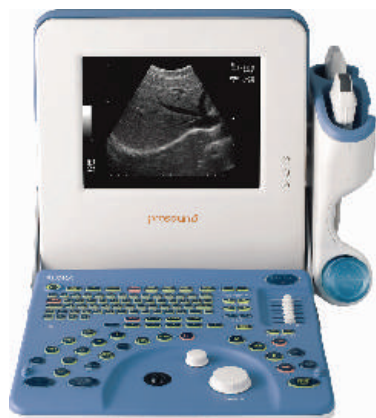
**The table, the first-of-its-kind in South Asia, is designed for spinal surgery.** Jackson Spinal Table is one of the premier surgical table brands with a unique modular table system. With advanced technology, it allows anterior, posterior, lateral and oblique view of the patient during spinal surgery.

The company offers a wide number of highly specialized surgical tables for spinal surgery.





## ▶ UNVEILING A NEW COMPACT 'PROSOUND' DIAGNOSTIC ULTRASOUND SYSTEM



Trivitron unveiled a new compact ProSound Diagnostic Ultrasound System. **The ProSound 2 is portable and provides excellent image quality with comprehensive functions.**

Its key features include high image quality technologies like **Extended Pure Harmonic Detection (ExPHD), Multi Frequency Imaging (MFI) & Edge Enhance Function (EEF).**

### Edge Enhancement Function

- Edges of tissues such as those of the carotid artery are emphasized to facilitate IMT measurement for an index to determine atherosclerosis. User-friendly interface allows storage, review and efficient management of data in a digital environment.

## ▶ CUSP 2008

The 'All India Conference of Ultrasound Specialists' was held between the 25th and 28th of September 2008 at Chennai. **1300 delegates including radiologists, sonologists, gynaecologists & physicians attended the conference.** Trivitron had a stall in the workshop conducted at St. Isabel Hospital. Mr. Fukushima, Mr. Takahashi & Mr. Yoneyama attended the workshop.



The 'Nuchal Translucency' (NT) workshop was conducted by the foetal medicine faculty - Dr. Prathima Radhakrishna from Bangalore &

Dr. Geetha, Fernandez Hospital, Hyderabad. 200 doctors attended this workshop. The Trivitron product showcased at the workshop was the Alpha 10 ultrasound machine.

## ▶ ISACON 2008



Mr. Rajaram and Mr. Vinod Verma explaining about the products to a customer at ISACON 2008 held in Jodhpur.

Critical Care products and medical consumables were displayed at ISACON 2008. Over 3000 delegates participated in the conference where Trivitron's strength as a comprehensive medical technology provider was showcased. We received many enquiries from customers about the new generation C2 ventilator from Hamilton and medical consumables from Flexicare.

## THE SEBIA PRODUCT SHOW

*Trivitron diagnostic division conducted a series of product shows at Chennai, Mumbai and New Delhi.*

*The products displayed and discussed were Sebia's Capillars and Minicap on HPLC/Agarose.*

*Mr. Jean Francois Giot, clinical specialist, Sebia, France, was the speaker and took the audience through the technical aspects of the Capillars and demonstrated the product features.*

*The meet was held on 9th, 11th and 13th November 2008 at Mumbai, Chennai and New Delhi respectively.*

## ▶ CSI 2008

Trivitron Healthcare recently participated in the Cardiology Society Of India conference held at Chennai from December 4th to 7th at Chennai Trade Centre. It was a 360° cardiac care initiative held under a single banner for the cardiologists across the country.

Trivitron also entered into an exclusive distribution agreement with Boston Scientific Inc., the global leader in Medical Devices and Mortara USA, the global leader in ECG machines. Nihon Kohden and Aloka were the other key medical technology providers who exhibited their products under the Trivitron Healthcare banner.



## ROAD SHOW IN PATNA

*Trivitron Diagnostics' east team conducted its first road show at Patna on the 28th of September 2008 and 35 key customers attended the meet. The products on display were Cellenium 19, Jr. Labmate 10 & Turbox. The team received a good response for Cellenium, Turbox, SQA, Versatrek & ESR Reader.*

## ▶ IRIA 2009, PATNA

Trivitron successfully participated at the IRIA 2009 IRIA held from 8th to 11th January at S. K. Memorial Hall, Gandhi Maidan, Patna. Over 40 companies participated in the conference with Trivitron displaying its products in four stalls - 28, 29, 32 and 33.

**SSD 500, Prosound 2, Terason 3000, SSD 3500SX, SSD 4000SV and Alpha 7** were showcased at the conference. The products garnered enthusiastic response with 1500+ delegates registering and more than 800 doctors visiting the stall.





## ► (EN)LIGHTENING BOLTS

Arthrex Advanced Arthroscopy Cadaver Course on Knee & Shoulder, Bangkok.

The Arthrex Advanced Arthroscopy Cadaver Course on Knee and Shoulder was conducted jointly by Arthrex and Trivitron at Chulalongkorn University, Bangkok between 21st and 23rd September 2008 and 11 Indian arthroscopic surgeons participated in the meet.



Mr. Lloyd Prescott, Regional Manager, Arthrex International inaugurated the advanced training course followed by a lecture and video presentation on arthroscopic knee techniques by Dr. Mark Clatworthy from New Zealand.

## DR. HARNAM SINGH RADIOLOGY CONFERENCE, CHENNAI. 8TH TO 10TH AUGUST'08

*Trivitron supported 2 topics of 7 in the workshop:  
-Infant hip ultrasound done by Dr.Venkat Sai, SRMC  
-Fetal Echo Doppler done by Dr.B.S.Ramamurthy,  
Bangalore.*

*The workshop drew 150 radiologists,  
mostly from Tamil Nadu and a few from Maharashtra  
and other southern states. It was a good demonstration of  
product technical features like resolution, frame rate, color  
sensitivity and high-frequency imaging. The workshop  
was assisted by application manager Mr. Velmurugan  
and application specialists Mr. Binshad and Mr. Abin.*

## ► TRIVITRON HEALTHCARE IT

All processes and information including health records, prescriptions, lab results, medical transcriptions, imaging, staff and patient communications, paging systems and more are being converted to digital formats managed by a variety of technology solutions.

### Healthcare IT will:

- Improve healthcare quality
- Prevent medical errors
- Reduce healthcare costs
- Increase administrative efficiencies
- Decrease paperwork
- Expand access to affordable care

Trivitron Healthcare caters to the needs of software solutions for medical devices and accessories markets across India and Asian countries. Healthcare IT solutions include US FDA approved PACS, Telemedicine and Teleradiology, HIS, EMR, LIS, RIS etc. Image management workstation software include Ultrasound, Endoscopy, 3D Reconstruction for CT, MRI and all DICOM modalities.

## SUPPLY CHAIN MANAGEMENT

*Trivitron has created a strong logistics team under the sound leadership of Mr. A.B. Sivasankar, Director, Logistics, Regulatory Affairs and Quality Systems.*

*The logistics division will manage the Trivitron group's supply chain management system with a specific focus on creating documented standard operating procedure based Warehouse Management Systems, Stock Management System, Customer Order Execution System, Receivables Management System, Dealer Order Management Systems, Credit Policy with Customer Segmentations, establishing Supply Chain Quality Systems as per ISO and TQM protocols, Regulatory Compliance Management Systems with respect to sales tax, excise duty, customs duty, PNDD, AERB, Drug Control Licenses(state and central) etc. for all divisions.*

## ► TRIVITRON HEALTHCARE REFERRAL LAB

Trivitron has supplied and installed Versa TREK- fully automated microbial culture system, Sensititre autoreader for microbial identification and susceptibility testing, manufactured by Trek Diagnostics, USA at key diagnostic centres at:

- Maharani Laxmi Medical College, Jhansi
  - GSVM Medical College, Kanpur
  - BRD Medical College, Gorakhpur
- And Capillarys 2 - fully automated capillary electrophoresis system, manufactured by Sebia, France at:
- LLR Memorial Medical College, Meerut
  - Sarojini Naidu Medical College, Agra

We have also launched MINICAP – a fully automated capillary electrophoresis system, manufactured by Sebia, France, for protein, haemoglobin and immunotyping analysis for diagnosis and monitoring of various diseases.

MINICAP is installed at:

- Prashant Advanced Labsystems, Vadodara, Gujarat
- Sanjivani Hospital, Dibrugarh, Assam.

## ► OUR X-RAY VISION



Trivitron has acquired Pune based X-ray equipment manufacturer, **Vision Engineering** to establish Pune as the company's equipment manufacturing base - **another endeavour to meet the 1000 crore target by 2010.**

Vision Engineering pioneered the manufacture of X-ray equipment, and has an installation base of over 300 across the country. At Vision Engineering, Trivitron will **facilitate the production of 100mA, 300mA, 500mA, Mobile and high frequency X-ray machines.** Trivitron will also manufacture cutting-edge c-arms in this manufacturing facility.

## MEET THE PEOPLE

*Mr. Krishnadas has joined Trivitron as COO, Medical Equipment and Consumables division. He has rich experience in sales and marketing and has been with BPL for 23 years, heading sales and marketing activities.*

*Congratulations to Mr. Ramachandran of Renal Care Division on his promotion as DGM, Business Development. Joining him from the same team is Mr. Aruldass who has been promoted in recognition of his outstanding performance to DGM, Tech Support and Services.*

*Mr. Fabim Ilkal has joined Trivitron as the new Group HR DGM at Chennai. He will head the HR statutory affairs and policy formulation function on a national level. He brings in over 14 years of experience in a gamut of HR activities with various organisations in India as well as overseas – DHL, Rogers Wireless & Internet and HCL Technologies.*

## ► THE ORDER THAT MADE THE DIFFERENCE



Congratulations to the Critical Care division team for **the battle won against many technology giants for the order of 173 ventilators from DGAFMS** (Directorate General of Armed Forces Medical Services).

Kudos to the Critical Care team and thanks to the Hamilton team for their support in getting the order in Trivitron's favour.

^^ HAMILTON G5

## ▶ HEXEL - A BREAKTHROUGH IDEA!

Hexel Healthcare Consulting (I) Pvt. Ltd. has been set up by a team of experienced healthcare professionals. The team is headed by Mr. Ramamurthy – Hexel's CEO, considered as one of the founding fathers of professional, healthcare project management practices in India. Under him, Hexel has a multi-fabric team comprising Market Planners, Hospital designers & architects, Medical Technologists, HR specialists, Quality professionals and IT enablers.

### Hexel works on two broad domains –

1. Setting up new healthcare institutions (hospitals – all types and medical-academics) and
2. Enriching operations of hospitals (both newly established and incumbent ones)

### Hexel has many firsts to its credit:

- Conceptualized a Healthcare Special Economic Zone (SEZ) in the Western part of India
- Made inroads into China to explore healthcare opportunities there
- Launched a joint initiative to bring European standards (Swiss-based) of care and hospitality, through Sonnenhof Swiss Health (SSH)
- Initiated a packaged set of service-offerings to enrich Hospital operations



Launch of Tie up between Hexel and Sonnenhof Swiss Health, Switzerland

Since its inception, Hexel has successfully offered its services to several ventures – in almost all emergent markets of India, and in the Middle East & China.

Hexel enjoys strong professional relationships with its clients, built through its committed approach; its clientele includes coveted brands like ETA StarHealth, among others. It also shares healthy business relationships with associates such as Al Khalid Medical Corporation in the Gulf region.

### Packaged service-offerings

Hexel has recently launched a unique pack of services to serve the mid-range Hospitals (with capacities of 50 -150 beds) segment. The package, focused on existing mid-range Hospitals, has the following offerings:

1. **Support to acquire NABH accreditation**
2. **Automation of Hospitals operations through a tailor-made, no-frills-attached Hospital Information System (HIS)**
3. **Support to strike referral-alliances with Nursing Homes, Companies and Insurance service-providers**
4. **Infuse a feedback-driven performance management system for Hospitals**

Hexel has recently launched its service-pack in Chennai. It is likely to expand the pack's launch all over India.

### What drives Hexel?

Value creation and sustainable growth of clients are the common threads that run through Hexel's services. Be it conceiving an apt care-delivery model or infusing professional management practices into clients' businesses, these beliefs run deep into every team-member's priority-list.

Hexel has already made sizeable progress in its endeavor to offer path-breaking ideas and executing them, for each of its clients. At the end of its inaugural fiscal, Hexel stands close to the magical mark of USD 0.22 Million. This feat gains significance, considering its lean and responsive team of 8 healthcare professionals. Hexel has already set its sights for doubling its business to reach USD 0.50 Million in fiscal 2010.

## TRIVITRON CREATES DIRECT PRESENCE IN OVERSEAS MARKETS

*Trivitron will be directly present in the South and South-east Asian markets to provide quality and affordable medical technology products. Recently, Trivitron opened its second international office at Sri Lanka where it has partnered with Nawakrama Pvt. Ltd. Nawakrama is a part of Navaloka Hospitals Ltd., a leading healthcare provider in Sri Lanka.*

## ▶ STAR TRIVITRON

STAR Trivitron was formed with a vision to make the world's best medical technology accessible to healthcare professionals in the most cost-effective manner. **Incorporated in 2006 as a joint venture between the healthcare wing of Al Ghurair Group's ETA ASCON (ETA STAR Healthcare) and Trivitron, STAR Trivitron aims to reach customers in the healthcare industry across regions and provide them with required services.**

The company is looking at a diversified presence in various specialities and product segments. To maintain high competency levels and ranking in the industry, **STAR Trivitron has established quality standards and procedures that comply with ISO and DNV** (one of the top three Accreditation Agencies across the globe) requirements.

STAR Trivitron is also in the process of establishing dedicated academies in various clinical specialities in collaboration with multinational medical technology companies.

To consolidate its activities and provide a focused approach to the business, STAR Trivitron has formed the following core business divisions:

- Diagnostics
- Imaging
- Minimal Invasive Surgery /Critical Care
- Equipment
- Medical Consumables
- Project Management

## ▶ MODI HOSPITAL DIABETES MELA



Trivitron participated in the **'Diabetic Mela'** organized by Modi Hospitals on the **14th and 15th of February '09 at Bangalore.**

We conducted diabetes check-ups using SugarScan Glucometer. Dr. Munichudappa went a step forward by asking us to create awareness about the glucometer among his patients. We also received a lot of enquiries about the **SugarScan OTC Meter**, which was showcased at this event.



Mr. Narendra Babu, MLA of Rajaji constituency, Dr. Munichudappa, eminent Diabetologist from Bangalore, Dr. Rudresh, Homeopathy specialist and Pramila Nesargi attended the mela. There was a gathering of almost 2800 people.



## PRINCIPAL NEWS

**R2 Quantra volumetric breast density assessment tool**  
Hologic Inc. is a leading developer, manufacturer and supplier of diagnostics, medical imaging systems and surgical products and has received FDA clearance for the R2 Quantra volumetric breast

density assessment tool. Using the Quantra tool to provide numeric values for each breast, may help radiologists in the evaluation of breast tissue composition without the subjectivity involved in human interpretation.

**Dec 15th '08 USA. FDA Approves Boston Scientific's Express® SD Renal Stent System**

*First low-profile, pre-mounted stent approved specifically for use in renal arteries.*

The U.S. Food and Drug Administration (FDA) has approved the Express® SD Renal Monorail® Premounted Stent System for use as an adjunct to PTRA (percutaneous transluminal renal angioplasty) in certain lesions of the renal arteries.

The Express SD System is the first low-profile, pre-mounted stent approved for use in renal arteries in the United States. It is the only FDA-approved renal stent designed to provide additional proximal end support.

**Dec 10th, Japan, Nihon Kohden announces a new central monitor, CNS-9601.**

It can monitor 8 patients standard or 16 patients with optional software. It can connect hardwired monitors as well as wireless monitors and transmitters that are compatible with Nihon Kohden's LS-Net patient monitoring network. CNS-9601 has the same features as Nihon Kohden's CNS-9701 central monitor but with enhanced alarm functions. CNS-9601 has a large 19-inch touch screen and is designed for single monitor use. CNS-9601 is very compact and lightweight. It has large data storage capacity and a variety of synchronized review screens for convenient operation.

## CUSTOMER SPEAK

### ► MINICAP



**Dr. Prashant P Chaudhari**, MD(Pathology) on MINICAP - "MINICAP system provides a fully automated platform for stand alone laboratories in specialised testing like electrophoresis with minimum human involvement.

We just load samples and then collect results. Minicap can be interfaced as well, and has QC facility for strict monitoring of system performance. It is easy to operate and a single kit detects all major haemoglobin variants, making operations cost-effective."

### ► E-TRACKING

**Dr. Arun Kinare** has used E-Tracking regularly for the last 8 months and confirms that the new exciting imaging tool which is capable of contributing to the assessment of atherosclerosis in the preclinical stage, is being used regularly in certain parts of the world.

E-TRACKING is significant in India, owing to the large number of diabetic patients. Another area for E-Tracking application is child obesity. Dr. Arun has screened a good number of children, measured the stiffness of vessel walls and is confident of the results. Neurologists and cardiologists are keen on using this tool in their practice and hope that the technology will offer imaging a greater promise.

## KEY PRODUCTS

### MEDICAL INSTRUMENTS & CONSUMABLES

**CARDIAC & CRITICAL CARE**  
Defibrillators  
ECG Machines  
Patient Monitors  
ICU / Portable / Transport Ventilators

**NEUROLOGY**  
Electroencephalographs  
EP / EMG Measuring Systems

**SURGICAL TECHNOLOGIES**  
Arthroscopy Equipment  
Electrosurgery Systems  
Endometrial Ablation  
Laparoscopy Instruments  
Operation Theatre Lights / Tables

**SPECIALITY CONSUMABLES FOR HOSPITALS / LABORATORIES**

### PRIDE SERIES - A Trivitron Initiative

**CRITICAL & CARDIAC CARE**  
Multichannel ECG Machines  
Multiparameter Monitors  
X-Ray Machines  
Infant Warmers / Incubators  
Stress Test Systems  
Anaesthesia Ventilators  
Infusion & Syringe Pumps  
Treadmills / Holter Systems

**DIAGNOSTICS**  
Rinzel: Rinse solution for Hematology analysers  
Dilucel: Diluent for Hematology analysers

**HOME HEALTHCARE PRODUCTS**  
Glucometer  
Nebulizer  
Oxygen Concentrator  
BP Apparatus  
Thermometer

### MEDICAL DIAGNOSTICS

**LABORATORY DIAGNOSTICS**  
Clinical Chemistry Analysers & Reagents  
Immunodiagnostic Products  
Molecular Diagnostic Systems & Consumables  
Point of Care Diagnostic Products  
Pathology / Haematology Analysers  
Microbiology Systems & Consumables

**IMAGING DIAGNOSTICS**  
Ultrasound Scanners  
Colour Dopplers  
Mammography Equipment  
Bone Mineral Densitometry Equipment  
Digital Radiography Equipment  
Healthcare IT Products

### RENAL CARE

Continuous Renal Replacement  
Therapy Products  
Dialysis Chair  
Haemodialysis Equipment & Dialysers  
Liver Support Systems  
Peritoneal Dialysis Products  
Reverse Osmosis Treatment Systems  
Bloodlines  
AV Fistula Needle  
Transducer Protector  
Dialyser Reprocessor

### MEDICAL DEVICES

**CARDIOLOGY**  
Implantable Cardioverter Defibrillators  
Cardiac Resynchronization Therapy Products  
Stents (TAXUS, Liberte DES, Liberte BMS, PROMUS EES)

**ENDO / UROLOGY / NEUROLOGY**  
Stents (Wall, Ultraflex, Polyflex, Wall flex, Neuroform MSS)  
Balloons (CRE, Rx Technology)

### PROJECTS / CONSULTANCY

**TURNKEY PROJECTS**  
Hospitals  
Operation Theatres  
Laboratories  
Dialysis Clinics etc.

**CONSULTANCY SERVICES**  
Hexel Healthcare



## REGIONAL / BRANCH OFFICES

### CHENNAI (RENAL CARE)

Old No. 12 New No 23.  
1st Main Road, CIT Colony,  
Mylapore, Chennai - 600 004.  
Ph: + 91 - 44 - 4231 3231, 2828,  
Fax: + 91 - 44 - 2498 0604  
renalcare@trivitron.com

### MUMBAI (Central Office)

NO. 250-D, Udhog Bhavan,  
4th Floor, Hind Cycle Marg, Worli,  
Behind Glaxo, Mumbai - 400 030.  
Ph: + 91 - 22 - 6661 2526 / 27 / 28  
Fax: + 91 - 22 6661 2529  
mumbaibranch@trivitron.com

### NEW DELHI

B-1 / A-12, Second Floor  
Mohan Cooperative Industrial Estate,  
Main Mathura Road,  
New Delhi - 110 044.  
Ph: + 91 - 11 - 4135 4650 / 4651 / 4652  
Fax: +91 - 11 - 4167 6476  
delhibranch@trivitron.com

### BANGALORE

No.181, 1st Floor, Amarjyothi Layout,  
Intermediate Ring Road,  
Domlur, Bangalore - 560 071.  
Ph: +91 - 80 - 2535 411 / 4113 7366  
bangalorebranch@trivitron.com

### CHANDIGARH

1st Floor, SCF 8,  
Phase - 6, Mohali,  
Chandigarh - 160 059.  
Mobile: + 91 - 99145 12127  
delhibranch@trivitron.com

### COIMBATORE

No: 230,  
opp. to Sri Ramakrishana Hospital,  
Avarampalayam Road,  
New Sidhapudur,  
Coimbatore - 641 044.  
Ph: + 91 - 422 - 654 2006  
trivitron@trivitron.com

### PONDICHERRY

No. 10&11, 6th Main Road,  
Bharatidasan Nagar, Mudaliarpet,  
Pondicherry - 605 004.  
Ph: + 91 - 413 - 309 0405  
Tele Fax: + 91 - 413 - 228 0185  
trivitron@trivitron.com

### SECUNDERABAD

# 215, 'B' Block,  
Swapnalok Complex  
Secunderabad - 500 003  
Ph: + 91 - 40 - 6633 8910 / 2781 4241  
Fax: + 91 - 40 - 4261 5348  
hyderabadbranch@trivitron.com

### NAGPUR

Nagpur Business Centre,  
NO. 108, Wardha Road,  
Nagpur - 440 012.  
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Fax: + 91 - 712 - 245 1914  
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Aishbagh,  
Lucknow - 226 004.  
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### JAIPUR

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Jaipur - 302 013.  
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Mobile: + 91 - 93145 28151  
delhibranch@trivitron.com

### KOLKATA

38, Indrani Park Road,  
Behind Jogesh Chandra Chowdry  
College, Prince Anwarsha Road,  
Kolkata - 700 033  
Ph: +91 - 33 - 4006 6790.  
Fax: +91 - 33 - 2422 4493  
kolkatabranch@trivitron.com

### AHMEDABAD

D-423, Pranav Apartment,  
Near Satudhar Bus Stop,  
Ghatlodia,  
Ahmedabad - 380 061.  
Mobile: + 91 - 98250 96471  
mumbaibranch@trivitron.com

### COCHIN

3rd Floor, North Square,  
Paramara Road,  
Near Town Hall,  
Cochin - 682 018.  
Ph: + 91 - 484 - 239 6433  
Fax: + 91 - 484 - 405 2652

### PUNE

Plot No. A 102, H Block,  
MIDC, PIMPRI, Pune - 411 018.  
Ph: + 91 - 20 - 2747 2323 / 3266 0761  
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## INTERNATIONAL OFFICES

### SRI LANKA

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Paliyagoda, Srilanka.  
Ph: + 94 - 11 - 5344444  
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### MUSCAT

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Street No.1847, Villa No. 2722,  
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