

A Newsletter from

**TRIVITRON**  
HEALTHCARE  
*speaking your language*

# Smiles

January - 2014



## EVERYTHING STARTS WITH **RELATIONSHIPS**



**04.** STRIDING STEADFAST IN MED-TECH INNOVATIONS

**05.** TRIVITRON JOINS HANDS WITH AGILENT, USA

**09.** IVFA INVESTS RS. 150 CRORES IN TRIVITRON

**10.** KIRAN NOW 100% SUBSIDIARY  
OF TRIVITRON

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## TAKING MEDICAL TECHNOLOGY TO THE MASSES

In the last 3 decades, innovation in Medical Technology has always come from USA, Europe and Japan. However, along with technological superiority these products also carry an expensive price tag, thus restricting its access and availability to less than 10% of world population. The Medical Technology industry of today should take cue from other industries like Electronics, Telecommunication and Pharmaceuticals where the new mantra is "Making Innovation Less Expensive". Keeping this as the central philosophy, Trivitron Healthcare has invested heavily into innovations and in-house Research & Development (R&D) initiatives over the past 3 years.

We at Trivitron Healthcare are collaborating with India's premium and prestigious institutions such as: Indian Institute of Technology (IIT) Madras (Chennai), Anna University (Chennai), Sree Chitra Tirunal Institute for Medical Sciences & Technology (Kerala) and L V Prasad Eye Institute (Hyderabad), among others.

This initiative leads us on our envisioned path of being a multi-disciplinary and multi-modality medical technology firm, with focus on innovation through active R&D.

With these innovation-oriented measures, Trivitron Healthcare continues to create advanced medical technology products that are easily accessible and affordable to people all over the world, especially in emerging markets.

### Path Breaking Initiatives - 2013

- Establishment of Trivitron Research Centre at IIT-Madras (Chennai) Research Park
- Collaboration with Anna University (Chennai) for development of innovative anti-biogram device.
- Lab Partner for development of LC-MS/MS diagnostic kits with Agilent Technologies, USA.
- Extension of MoU with IIT-Madras for in-house collaborative research.
- Establishment of state-of-the-art R&D facility for molecular diagnostics at Labsystems, Finland.
- Establishment of R&D facility in Poonamallee (Chennai) for design and development of Digital X-Ray systems
- Collaboration with L V Prasad Eye Institute, Hyderabad to make retinal screening devices that are easily accessible to public
- Filing of the first patent by Trivitron Healthcare with IIT-Madras



## FOUNDER'S DESK

**"Businesses don't build brands. People do. Because everything starts with relationships."**

Greetings to all of you and here's to another year of smiles. 2013 was a very fruitful year for me and I hope you had an equally rewarding year as well.

We started 2013 with a view to dream big and to strive to make those dreams come true, and we have had a lot of success doing the same. Our ambitions of becoming a strong innovation driven and indigenous manufactured brand are slowly but steadily taking shape. Our dreams to spread our wings across the globe have seen fruition and we are now poised to speak the language of 160 countries worldwide thanks to our acquisitions and joint ventures. Our desire to constantly keep evolving to deal with an equally evolutionary marketplace is reflected in our brand strategies for products and related healthcare services. Most importantly our vision to put India on the map as a global option for medical technology has hopefully gained a lot of momentum amongst people like you.

Trivitron has always been a service driven, people centric, brand. Having started off as a trading company in 1997, it was the only way we could differentiate ourselves from the others. We were after all a trading company, defined largely by the brands we represented. Our vision has however remained unwavering. We had set out to make high quality medical technology affordable and accessible and till today that is our single minded focus.

I am truly happy to note that we have had a 86% client retention rate over the 16 years of our existence. Considering that we have catered to over 19 medical specialties through a product range of over 500 different products, that's really saying something. And if today over 60% of our revenue is coming in from our indigenous manufacturing efforts then that's something we are quite proud of. So we've decided to wear that on our sleeve. Because the only reason we have managed to make this journey is because of the one thing we have cultivated over the years. Our relationships.

As a new year begins, I would like to thank each and every one of you who have supported Trivitron in its journey towards becoming the flag bearer of medical technology in the country and I would like to officially and personally like to recommit to all of you that the future years will see even more relationship-centric initiatives from us, as we strive to take Indian medical technology to the next level.

Thank you all once again for believing in the Trivitron dream and I'm sure we will be able to make a huge difference to each and everyone of you in the years to come.

Warmest wishes

Dr. G.S.K. VELU  
Managing Director  
Trivitron Group of Companies



## SPEARHEADING PATH-BREAKING INNOVATIONS R&D INITIATIVES

### TRIVITRON RESEARCH CENTRE

10th June, 2013 saw Triviron Healthcare commission its prestigious Research Centre at the IIT Madras Research Park with a simple pooja. With a floor area of 3000 sq.ft., the facility is designed for R&D in two important areas of Triviron - In-Vitro Diagnostics (IVD) and Instrumentation. The Instrumentation programs will support the development requirements in the verticals of CLSS, Imaging and Diagnostics. The wet lab area of the centre will work closely with the R&D group of Labsystems Diagnostics of Finland on the development of new lateral flow assays, ELISA kits and Molecular diagnostics.

01

### LC-MS/MS-BASED DIAGNOSTICS - TRIVITRON PARTNERS WITH AGILENT



Triviron Healthcare and Agilent Technologies have partnered to initiate collaboration in the area of high-precision in-vitro diagnostics based on the LC-MS/MS platform.

LC-MS/MS is the most sensitive as well as selective equipment present in the analytical industry today, as it minimizes the false negative and false positive reports. Hence, it is the most desired platform of choice in today's clinical laboratory environment.

This collaboration will offer the benefits of high-end instrumentation that is accessible to, and affordable by the public. The focus will be on neonatal screening, immuno-suppressants and vitamin analysis kits in the first phase. In subsequent phases, the lab will work on different types of vitamins, steroids, enzymes and amino acids.

The facility will also provide support to its customers for application, development and training in LC-MS/MS diagnostic kits.

02

### HIGH THROUGHPUT ANTI- BIOGRAM KITS - PARTNERING WITH ANNA UNIVERSITY

Triviron Healthcare has joined hands with Anna University to commercialize the anti-biogram test kit for uro-pathogens. The kit developed consists of a 96-well plate fluorescence assay with imaging device and image analysis software.

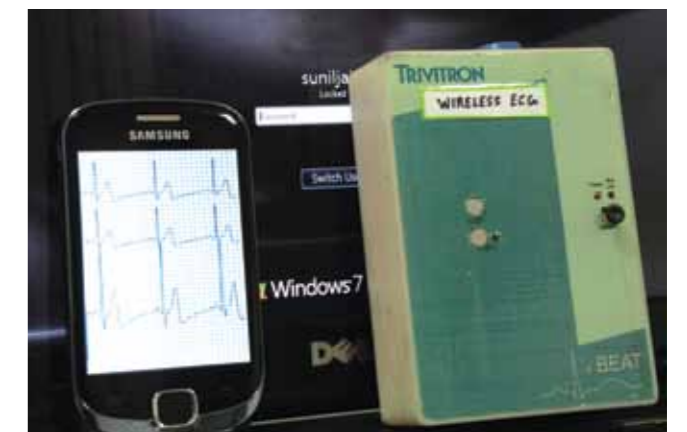
The advantage of this kit lies in determination of accurate results within just 7-8 hours of culture as against the usual time of 48-72 hours (2-3 days).



Apart from cost-effectiveness, its enhanced level of sensitivity reduces the risk of anti-biotic resistance. The kit is at an advanced stage of development and is likely to be launched in early 2014.

03

### DEVELOPMENT OF WIRELESS ECG & VITAL SIGNS DEVICES



Triviron Innovation Centre in the Research Park of IIT Madras is creating waves with its progressive and ground-breaking innovation - Wireless ECG & Vital Signs Devices.

Equipped with telemedicine capability, these devices are set to change the scenario of healthcare diagnostics in India and abroad, especially for the rural populations. This innovation has been designed with the Triviron philosophy at its core - making healthcare accessible and affordable across the globe.

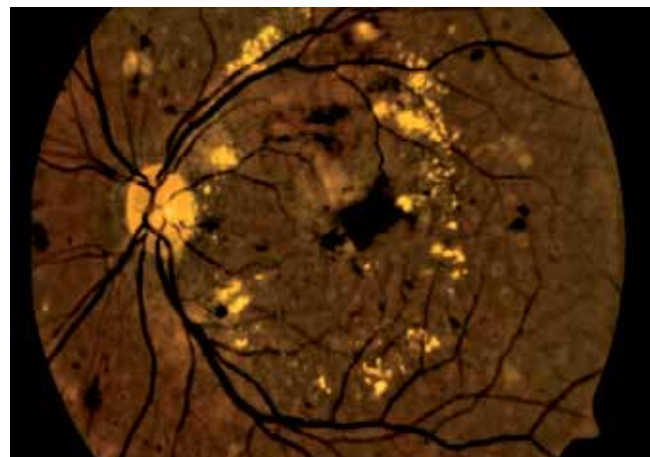
04 **DEVELOPMENT OF TRIVITRON X-RAY SYSTEMS**



Trivitron Healthcare is in the process of developing C-Arm equipments with features of commendable standards that are targeted at the Indian and other emerging markets.

The product is scheduled for CE, BIS and AERB approval. The production will hit the floor in early 2014.

05 **AUTOMATED IMAGE DETECTION OF RETINAL PATHOLOGY**



This breakthrough innovation from Trivitron is aimed at bridging the gap between increasing diabetic reporting in India and the presently available diagnostic facilities. In concurrence with the Trivitron philosophy of making medical technology accessible and affordable to all, this new range of diagnostic device is designed keeping ease-of-use and mass public reach in mind.

# CONFERENCE

## MEDINIRELAND 2013

Recognized as the largest medical technology event of Ireland, MedinIreland 2013 presented itself as an ideal platform for Trivitron Healthcare to showcase its path-breaking innovations in the field.

Every year, the event attracts participation from across the entire spectrum of medical technology sector-precision engineered components, diagnostics, connected health, and clinicians and R&D professionals. Organized and hosted by Enterprise Ireland - the Irish government agency for international trade-MedinIreland is a high-profile venue to showcase the pioneering works of Trivitron Innovation Centre at IIT Madras.

Trivitron Healthcare was represented by Dr. G.S. Bhuvaneshwar - Director, Innovation & Education, Trivitron Healthcare at the venue in Dublin on 23 October, 2013 on special invitation by Enterprise Ireland.



## INVESTING INTO MANUFACTURING LEADING INNOVATION



True to its innovator tag, Trivitron Healthcare continues to churn out innovative inventions to challenge existing paradigms of medical technology and build scalable, affordable solutions that can be accessed by populations of all socio-economic strata across the world. Through 8 manufacturing facilities spread across Chennai, Mumbai, Pune and Helsinki in collaboration with international partners, Trivitron Healthcare manufactures products across In-Vitro Diagnostics (IVD), Imaging, Intensive Care and OT that are approved by US FDA and CE.

- Trivitron Healthcare has access to 16 International Patents with comprehensive multi-modality presence in Imaging, Critical & Cardiac care, Laboratory Medicine, Renal Care and OT.
- Diagnostics-focused innovations from the house of Trivitron include New-Born Screening, Cardiac Bio-Markers, Oncology Markers, Infectious Diseases Diagnostics and Drugs & Vitamins testing areas.
- Innovations from Trivitron horseback on new generation technologies like LC-MS/MS, Next Gen Sequencing, Micro Array Molecular techniques and qPCR testing.



# CORPORATE DESK

Triviron Healthcare has grown leaps and bounds since its inception in 1997. Crossing a new milestone each year since, the trailblazing achievements of Triviron have gradually revolutionized medical technology in India and abroad. Partnering with globally acclaimed manufacturers, Triviron has spread its wings far and wide to ensure the best of technology reaches the remotest parts of world population. Triviron has taken calculated leaps in bringing together great minds and ideas through strategic alliances, as everything starts with relationships.

## 01 TRIVITRON GROUP LABSYSTEMS DIAGNOSTICS OPENED A NEW SUBSIDIARY IN CHINA



2013 was marked by the official launch of the Chinese subsidiary of LabSystems Diagnostics whose considerable presence in the Chinese market since the early 1990s has seen product sales across newborn screening, infectious diseases diagnostics and rapid tests the likes of cardiac markers, among others. This move plays a crucial role in consolidating the company's efforts in the Chinese market where our growing presence addresses the need for better customer service, and further strengthens our image as a leading global diagnostics company.

The Chinese subsidiary will not only serve the customers of LabSystems Diagnostics in China but will also act as the far-reaching arm of Triviron Healthcare to eventually bridge the gap between India-based healthcare products/services and Chinese customers.

The LabSystems Diagnostics office was opened on 24 September, 2013 in Shanghai, China. The inauguration ceremony was dignified by the gracious presence of Ms. Paula Risikko (Finnish Minister for Social Affairs and Health), Ms. Marja Aspelund (Consul General of Finland in Shanghai) and Mr. Arto Haapea (Deputy Consul General of Finland in Shanghai).

## 02 IVFA INVESTS 150 CRORES IN TRIVITRON



Triviron Healthcare has joined hands with India Value Fund Advisors (IVFA) to fund its next phase of growth. IVFA is a seasoned investor in healthcare with renowned industry names such as Care Hospitals Group (Hyderabad), Manipal Hospitals (Bangalore) and Aster DM Healthcare in its portfolio.

IVFA has invested INR 150 crores for a minority stake in Triviron Healthcare, following Fidelity Growth Partners, India and Fidelity Biosciences, USA who had invested previously in Triviron.

## 03 TRIVITRON HEALTHCARE AS GOLD SPONSOR AT ARAB HEALTH



Triviron Healthcare participated in Arab Health 2013 as a Gold Sponsor. This unique positioning in the list

of Top 10 sponsors at an event attended by over 7000 exhibitors, established the global presence of Trivitron as a multi-national medical technology house.



The innovative products manufactured in-house at Trivitron across the segments of Lab Diagnostics, Critical Care and Imaging were displayed to positive reception at the event. Arab Health 2013 also proved an ideal forum to introduce the acquisition of LabSystems Diagnostics, Finland - a pioneer from the European market in manufacturing IVD products.

**04 KIRAN - NOW A 100% SUBSIDIARY OF TRIVITRON**



From holding a 26% share in Kiran Medical Systems, Mumbai - manufacturer and exporter of global repute in the area of image enhancement and radiation protection accessories - Trivitron Healthcare has now made 100% acquisition of the India-based global leader supplying to over 160 countries. The association of Kiran brings laurels to the Trivitron banner through its credibility amassed over three decades of excellence.

**05 IPI - NOW A PART OF TRIVITRON**



Imaging Products (India) is now under the umbrella of Trivitron Healthcare. IPI is a leading manufacturer and marketer of Contrast Products in association with global leaders Bracco Spa in Milano, Italy.

A recognized player in the field of radiology, IPI enjoys its position among the Top 3 brands in the market. This step strengthens our foothold in the Radiology space in South Asia.

**06 NEW FACTORY FOR IVD REAGENTS IN SRIPERUMBUDUR**



The upcoming facility for manufacture of IVD reagents in Trivitron Medical Technology Park (TMTP), Irungattukotai has made tremendous progress in its development through 2013. The facility is designed to manufacture multiple products that include Haematology Reagents, Biochemistry Reagents, ELISA kits, Chemiluminescence kits, Fluorescence kits (LabSystems range), Molecular Diagnostics kits

and Point-of-Care kits (LabSystems range) based on Lateral Flow Technology.



The energy-optimized facility will house an R&D unit and is designed to expand up to 5 times its present volume keeping future growth in view. Slated for a 2014 launch, the factory is designed to accommodate high-quality manufacturing of critical and sensitive IVD reagents through achievement of 10% Relative Humidity.

**07 DR. AIMO AWARDED "PROFESSOR" BY FINNISH PRESIDENT**



Dr Aimo Niskanen, Founder/Head - Production and R&D, LabSystems Diagnostics, has been conferred the honorary title of "Professor" by the President of Finland, Mr Sauli Niinistö in recognition for his merits in life science research, made public as on 13 Dec 2013. Professor Aimo founded Ani Biotech in 1985 - one of the first companies to produce lateral flow rapid tests. In 2002, he acquired the diagnostics business from Thermo Fisher Scientific to form Ani LabSystems that develops and manufactures EIA based diagnostic and neonatal screening products. In 2012, Ani Biotech and Ani LabSystems, along with Orgenium was acquired by Trivitron Healthcare and merged into a single entity - LabSystems Diagnostics.



# IMAGING & RADIOLOGY

Imaging technology plays a crucial role in medical diagnostics as it brings to light the hidden elements of the complex human body. To see it as it is, picture-perfect imaging solutions are the ultimate need of the hour and Triviron has been making waves in this field for over a decade now. From marketing world-class imaging products of foreign brands, Triviron has now dived into manufacturing high-end imaging & radiology devices of premium standards, sought all over the world for their superior quality and cost-effective price.

01 **SUCCESS STORIES**



Trivitron Healthcare achieved yet another breakthrough by successful installation of India's first Hitachi Slice 128 CT and 1.5 T Hitachi Supercon Echelon model MRI units, at SUT, Trivandrum in November 2013.



The first 3D Digital Mammography unit - Hologic Selenia - was installed by Trivitron Healthcare at Star Imaging & Research centre, Pune. This is the only diagnostic centre in India to install a 3D Digital Mammography system with Upright Stereotactic unit.

**TRIVITRON APPRECIATED BY SHARJAH MINISTRY OF HEALTH**

"Department of Radiology in Ministry of Health, Sharjah Medical District is pleased to share CME 2013 report and avail this opportunity to thank higher Authorities, Supporting Companies and Radiology Staff who made CME Activities very successful."  
Maryam Abdalla, Superintendent, Radiology Department, Sharjah Medical District

02 **PREMIUM INSTALLATIONS**



South India's first premium installation of the Hitachi Preirus high-end Color Doppler system with advanced 4D rendering in India was done at Orion Scans, Chennai by Trivitron Healthcare.



The first installation of a 3D Mammography unit with C View Software was made by Trivitron Healthcare at the renowned Breach Candy Hospital, Mumbai. The machine features the world's first and only US FDA approved Tomosynthesis system and comes with Upright Stereotactic unit.



India's first Installation of Nobulus high-end, portable Color Doppler system was achieved by Trivitron Healthcare at AP Akademi of Sciences, Hyderabad

01 **TRIVITRON AT IRIA 2013 INDORE**



Trivitron Healthcare carried the honor of being the Platinum Sponsor at the 66th annual conference of IRIA (Indian Radiological & Imaging Association) held between 4 January, 2013 and 8 January, 2013 in Indore, Madhya Pradesh.

Trivitron launched its range of X-ray Imaging solutions including Digital Radiography and Computed Radiography systems, Compact X-Ray solutions for clinics and Mobile High Frequency X-ray systems.

The Indore chapter of IRIA 2013 brought to limelight Magnetic Resonance guided High-Intensity Focused Ultra Sound (MRgHIFU) and Dual-Energy Computed Tomography (CT) - two of the latest additions to the ever-growing field of radiology innovations.

02 **KIRAN OF TRIVITRON GROUP AT RSNA 2013 CHICAGO**



Kiran Medical Systems - now a 100% subsidiary of Trivitron Healthcare - participated in the 99th Scientific Assembly & Annual Meeting of RSNA (Radiology Society of North America) held in Chicago, USA between 1 December, 2013 and 6 December, 2013 and displayed their entire range of aprons and protection apparels.

The RSNA convenes every year to bring forth new ideas, share success stories, measure milestones crossed and discuss future innovations. Trivitron draws a great deal out of its participation in this event, showcasing its wide range of Imaging & Radiology products.

03 **KIRAN OF TRIVITRON GROUP AT ECR 2013 VIENNA**



The European Society of Radiology (ESR) hosts and organizes the European Congress of Radiology (ECR) held every year. This catalytic annual event is a destination for exchange of trail-blazing developments in the field of radiology.

Kiran Medical Systems - now a 100% subsidiary of Trivitron Healthcare - marked its presence at the ECR 2013 held in Vienna, Austria between 7 March, 2013 and 11 March, 2013 and displayed its complete range of Radiation Protection Products and Image Enhancement Accessories. The event witnessed participation of over 240 exhibitors and 20,000 delegates from 101 countries.



## CONFERENCES

### IRIA 2013 - CME BY WEST BENGAL CHAPTER



In association with Trivitron Healthcare, the West Bengal chapter of the Indian Radiological and Imaging Association (IRIA) arranged a CME and workshop on Neuro-Muscular Imaging (NMI) on 31 August, 2013. About 110 delegates from in & around Kolkata attended the CME.

The star showcase of the workshop organized was the AVIUS - a state-of-the-art Ultra Sound scanning device from the house of Hitachi, now a part of Trivitron. Dr. Vipin Shah from Mumbai graced the workshop as a guest lecturer and demonstrated various aspects of NMI with AVIUS.

### MEDICALL 2013



Medicall is one of India's premier Medical Equipment expo, held in Chennai. The event creates a platform to touch base with our customers and stir awareness among them on the wide array of products from the house of Trivitron. The excellent response received for our vibrant company and product profile stands testimony to the effectiveness of our participation.

### USCON 2013



Trivitron Healthcare participated as a major sponsor in USCON 2013. The conference was held in the Union Territory of Pondicherry between 25 October, 2013 and 27 October, 2013 with an attendance from over 400 ultrasound users across India.

The products exhibited by Trivitron include the recently launched Hitachi Aloka Nobulus and Aloka Trivitron F31 machines besides the Hitachi Preirus ultrasound and Hero Alpha 6. The event overall, and our products in particular were both well-received.

### IRIA 2013 VELLORE



Trivitron Healthcare actively participated in the Vellore chapter of the 66th Annual Conference held by the Indian Radiological and Imaging Association (IRIA). The Radiology department of the reputed Christian Medical College (CMC) conducted the conference in its premises, which was attended by about 300 delegates. The wide range of products displayed by Trivitron across Critical Care, OT, Lab Diagnostics, Imaging, Renal Care and Physiotherapy among others received positive reception from the medical fraternity gathered.

## TESTIMONIALS

"We have evaluated Hitachi Nobulus Ultrasound premium Color Doppler machine. The linear probe for breast imaging was good as were the strain elastography images for breast. The Color Doppler feature was good and the curvilinear probe was adequate in resolution. It is a good compact machine and can be used at the bedside of patients."



**Dr. Bagyam Raghavan, Senior Consultant – Radiology, Apollo Specialty Hospital**



"We have been using Kiran Radiation Protection products and Imaging accessories for a long time. Kiran is well known for bringing innovative products in the field of Radiology. We are indeed happy with Kiran products and services."

**Dr. Raju Shah M.D., Dr. R.M. Shah Memorial Centre, Bandra X-Ray clinic, Mumbai**

"Kiran is a trusted name in the World of Radiology for almost 3 decades. We are using Kiran Radiation Protection products & Imaging Accessories regularly. We appreciate the product quality and services of international quality standards provided by Kiran for the last 3 decades."



**Dr. Deepak Patkar M.D. Dr. Balabhai Nanavati Hospital, Mumbai**



"Our hospital is using Kiran aprons in Radiology department for a long time. We are satisfied with the quality and prompt services".

**Dr. K.K. Saxena, Chairperson Department of Radiology, Sir Ganga Ram Hospital, New Delhi**





## LAB DIAGNOSTICS

Precision is principal in medical diagnostics. And this is exactly where Trivitron stands apart in its quality of Lab Diagnostics product line. With its complete focus on providing comprehensive solutions across in-vitro diagnostics, point-of-care diagnostics, hematology, molecular diagnostics, histopathology and neo-natal screening, Trivitron is clearly the market leader of Indian Origin, carving a space for itself in the global arena. Through its partnership with leading international brands such as Agilent and Sakura Finetek, Trivitron is all poised to take healthcare across geographies.

01 **TRIVITRON PARTNERS WITH AGILENT**



Triviron Healthcare and Agilent Technologies USA, have established a partner lab initiative in the area of high-precision diagnostics to address the growing needs of clinical customers and provide end-to-end solutions through its' latest world-class Partner Lab at IIT Madras, which is equipped with the newest technologies for clinical innovation that aim to address the needs of customers in the area of testing of human biological samples through analytical measurement. India, a rapidly growing economy with huge focus on enhancing healthcare in the country is not far behind in introducing new technologies in the field of lab diagnostics. As part of this endeavor, Agilent Technologies and Triviron Healthcare have now entered into a business partnership to provide necessary solutions to the clinical diagnostics laboratories in India.

Agilent, a leader in measurement technologies across markets has a sound portfolio supporting lab diagnostics. Agilent is a leader in several product portfolios including Liquid and Gas Chromatography, Mass spectrometry (LCMS/GCMS), Elemental Spectroscopy (including Atomic Absorption Spectroscopy, ICP-MS, FTIR, UV Vis Spectroscopy), automation to sample preparation solutions, used in analyzing compounds in various matrices like biological samples (blood, serum, urine) and forensic evidence.

Triviron as a partner will help in providing solutions to diagnostic laboratories involved in different sample analysis of Therapeutic Drug Monitoring, Neonatal screening, Vitamin Profiling, Nicotine and Metabolites in Urine, Biogenic Amines, Monitoring Oxidative Stress, Homocysteine, Carbohydrate Deficient transferring (CDT), Occupational Medicine, Porphyrin Profiling and Hemoglobin Testing.

02 **LCMS FOCUS GROUP MEET**



Triviron and Agilent had an LCMS Focus Group Meet in New Delhi and Chennai in October 2013. The key opinion leaders gathered to brainstorm on optimizing innovation on the LMS platform, was a great success and had top names from the field such as Dr. Lal Path Labs, Metropolis and Thyrocare represented.



03 **2000 UNITS OF TRIVITRON CELLENIUM INSTALLED IN INDIA**

Cellenium - from the house of Triviron - is currently the most advanced hematology analyzer in the market that gives accurate reports and works at an economical cost. Cellenium is now becoming more and more successful with laboratories for its unique features and low consumption of reagents. It is being used in private as well as government hospital laboratories, in volumes big and small.



Triviron supplies its own reagents for Cellenium and provides efficient after sales support. Cellenium is the only Indian Cell Counter brand with CE mark of which more than 2000 units have been installed in India.

04 **TRIVITRON HOLOGIC INTO EARLY DETECTION OF CERVICAL CANER IN INDIA**



Triviron-Hologic had completed placements of ThinPrep - automated PAP smear processor for cervical cancer detection - in most of the major laboratories in India. With patented technology, ThinPrep detects cervical cancer at an early stage. ThinPrep test is now well accepted in India for preventive health check-up and to confirm there is no risk of disease. Triviron has supplied a total of 1,25,000 tests to various labs in 2013 alone.

05 **TRIVITRON LAUNCHES CLIN REACT BIOCHEM - DIAGNOSTICS REAGENTS DEVELOPMENT**



2013 witnessed the introduction of a number of new reagent kits under the brand ClinReact of Triviron Healthcare. The high quality indigenous hematology range of products is gaining increasing acceptance in the market.

A comprehensive range of clinical chemistry reagents ensures the right match of test for optimum performance on any clinical chemistry analyzer. The current product range consists of a wide range of assays for:

- Liver
- Lipids
- Cardiac
- Renal
- Diabetic Disorders
- Pancreatic Disorders
- Metabolic Disorders



All ClinReact Clinical Chemistry Reagents have inherent, advanced features like:

- Liquid Stable Technology
- Exceptional Performance
- Lot-to-Lot Consistency
- Excellent Presentation & Packaging



## 06 TRIVITRON PARTNERS WITH SAKURA FINETEK



Trivitron Healthcare has struck yet another strategic alliance with Sakura Finetek, Japan for the Histopathology range of products to complete the Trivitron product portfolio for Clinical Laboratory Diagnostics.

With over 3 decades of presence in the Histopathology domain, Sakura is clearly the technology leader with its SMART automation range, wherein the conventional procedures for the preparation of a slide are automated.

The SMART automation is the first fully automated system that speeds up the entire process from the receipt of the specimen to preparation of the slide. Sakura has installed over 300 SMART systems all over the world and Trivitron will introduce these to the Indian market soon.

Trivitron has trained its Team to offer product support and service, to take up the promotion of Sakura products for India and bring in the new technology of automated Histopathology.

## 07 NEW PRODUCT LAUNCH - POC AND LABSITE



Trivitron Healthcare has teamed up with Technomedica Corporation, Japan for Critical Care products.

The Technomedica product line launched in India by Trivitron in 2013 includes conventional Blood Gas Analyzers as well as handheld portable Blood Gas Analyzer for POC use in remote locations. The USP of these products are their ease of use & maintenance and cost-effectiveness.

## CONFERENCES

### MEDICA 2013 GERMANY



MEDICA is the world's largest medical marketplace organized every November in Düsseldorf, Germany. Trivitron participated at the expo with a focus on Laboratory Diagnosis, displaying our strength in the field by virtue of the wide range of products that cater to most segments from LDX in Gastro, Cardiac Care and New Born Screening, along with the Trivitron range of branded products in Biochemistry and Hematology.



### CYTOCON 2013 PONDICHERRY



Trivitron Healthcare participated in the 43rd annual conference of the Indian Academy of Cytologists, hosted by JIPMER, Pondicherry to draw attention to the LBC product ThinPrep, from the house of Hologic. The stall of Trivitron-Hologic received great reception and product reviews for both the LBS systems (TP2000 and TP5000) on display.

The banquet dinner was hosted by Trivitron and so was a talk on LBC systems.

### ACBICON 2013 NEW DELHI



Trivitron Healthcare participated in the annual congress hosted by the Association of Clinical Biochemists of India at New Delhi, along with partner Agilent Technologies. We showcased our wide range of products in IVD including Sebia, LDX, branded Hematology & Biochemistry range of products from the house of Trivitron, as well as LCMS range of products from Agilent Technologies.



The Trivitron-Agilent stall, as well as the presentation on LCMS during the symposium were very well-received by the gathering of leading pathologists and biochemists from the country.

## AOGIN 2013 JABALPUR



Trivitron Healthcare participated in AOGIN 2013, a 3-day event held at Jabalpur and attended by about 300 delegates from India and abroad. The program included exclusive sessions on Liquid-based cytology, where we had an opportunity to present on "Paradigm Shift In Cervical Cancer - Newer Technologies", by Dr. Parag J Ratnakar. We also conducted a workshop, which received a good turnout of around 100 pathologists and gynaecologists.

There was also a demonstration of the Thin Prep 2000 instrument by Dr Parag Ratnakar and Prabhakar Chauhan.

The event brought us excellent mileage and exposure to eminent gynecologists from India and abroad, especially those who are actively involved in the field of Cervical cancer.

## APCON 2013 AURANGABAD



Trivitron Healthcare participated in the annual conference of the Association of Pathologists and Microbiologists held at Aurangabad. We showcased our wide range of products across all sections of

the laboratory including Hematology & Biochemistry ranges of Trivitron brand, Capillary Electrophoresis from Sebia, New Born Screening from LDx, LBC from Hologic as well as LCMS from Agilent. The congress was attended by leading pathologists from around the country and was a great platform to reach out to existing and potential customers.

## MAPCON 2013 JALGAON



Trivitron Healthcare participated in the annual congress of the Maharashtra chapter of the Association of Pathologists at Jalgaon, where we made our presence felt through showcase of our choicest range of lab diagnostics products – Trivitron brand of Hematology and Biochemistry ranges, Capillary Electrophoresis from Sebia, and LBC from Hologic.

Trivitron also took active part in a number of CMEs and workshops to promote various products from its extensive portfolio in IVD. Some of the programs include:

1. Technician Association, Tanjore
2. Routine Lab Road Show, Hyderabad
3. LBC CME by RV Metropolis, Bangalore
4. LBC CME at RML, Lucknow
5. Dermatology CME at JJ Hospital, Mumbai
6. Breast Pathology CME at BYL Nair Hospital, Mumbai

## TESTIMONIALS

"My proud and privileged association with Trivitron now extends to more than a decade and a half. I have used their services not only in India but for laboratories overseas and I must compliment the team for their helpful professional character. From Immulite-1 days, to utilizing their support for the remarkable and versatile KONELAB biochemistry analyzer and further extending it to applications like Electrophoresis, Semen analysis and the ThinPrep (LBC) it has all been a happy and enjoyable journey. Trivitron has and will always, occupy a special place in our heart....like it does in our laboratory!"



**Dr. Alok Ahuja, Dr. Ahuja's Pathology & Imaging Centre, Dehradun**



"The instrument ThinPrep 2000 supplied by Trivitron Healthcare Pvt. Ltd. is working satisfactorily from the date of installation. Trivitron engineers are very prompt in attending breakdown calls and preventive maintenance call."

**Dr. Nuzhat Hussain, RML Mehrotra Pathlogy, Lucknow**

We at the Department of Clinical Biochemistry, Christian Medical College (CMC), Vellore are users of Sebia Electrophoresis systems. The two systems we have are the Hydrasys for Urine Bence Jones Protein and Serum Immunofixation as well as the Sebia Minicap for Serum Protein Electrophoresis. Sebia Capillarys 2 Flex Piercing has been recently installed in the laboratory. We analyse around 100 samples per day on this instrument for HbA1C. This is a fully automated system and the technology expertise towards this is appreciated.



**Dr. R. Selvakumar  
Prof. and Head, Dept. of clinical biochemistry, C.M.C. Hospital, Vellore.**

# CRITICAL CARE AND LIFE SUPPORT (CLSS)

Triviron has made ground-breaking progress in the field of medical technology through its critical care and life support solutions. With its highly-advanced modular OTs and pendants, Triviron has made a positive impact in the field of surgical science. With key partnerships with technologists from all over the world, Triviron has brought to front, world-class products of superior technology and fine quality. The range of dialysis units, infusion devices, ventilators, defibrillators, monitors and implant devices from the house of Triviron have earned a place in the market for their functional high-ground, cost-effectiveness and user-friendly interface.



01 **TRIVITRON PARTNERS WITH NIKKISO CORP**



Triviron Healthcare has now partnered with Nikkiso Corporation, Japan, for sales and service of the latter's well-received state-of-the-art Hemo Dialysis equipment in the Indian sub-continent starting 1st April, 2013.

Nikkiso is a 1 Billion USD Japanese company founded in 1953 that manufactures Hemo Dialysis machines and high precision pumps for Nuclear Energy, Aviation and Chemical industries, with manufacturing units spread globally. Nikkiso brought the HD m/c technology to Japan in 1967. Today, the company has over 100,000 HD m/c units operating world over, rendering high quality dialysis to patients.

The brand name Nikkiso is synonymous with reliable products of superior technology and higher quality. In India, Nikkiso is an established name in the Dialysis business, and has over 1500 HD m/c installed across dialysis centers and hospitals. Through this association, Triviron will manufacture HD m/c units in India, thus continuing to make healthcare affordable and accessible to the masses.

02 **TRIVITRON JOINS HANDS WITH ASAHI KASEI**

Triviron Healthcare has signed an agreement with Asahi Kasei Medical, Japan for sale of the latter's high quality and affordable Rexeed series Dialyzers in India, starting 1 July, 2013.



Asahi Kasei has the highest market share in Japan in the Dialyzers segment, due to the company's high-quality Poly Sulphone based Dialyzers, that are

characterized by excellent bio-compatibility and great performance.

The USP of the product lies in its capacity to achieve highest levels of patient safety through lowest levels of endotoxin back-filtration.

03 **TRIVITRON ALLIES WITH MIZUHO CORP**



Triviron Healthcare has entered into a relationship agreement with Mizuho Corporation, Japan for sales and service of the latter's OT table range.

Mizuho is a leading Japanese company with a wide range of OT tables, commanding the highest market share in neurological and orthopedic segments. The company has specially designed Jackson tables for spinal surgery and Hana tables for orthopedic procedures. Triviron continues to enhance its partnership portfolio with such commendable alliances.

04 **TRIVITRON DELIVERS OT SUITE TO ASTER DM HEALTHCARE**



Triviron Healthcare is set to deliver state-of-the-art Modular OT suites (MOT) to the renowned Aster DM Healthcare group based out of Middle-East and India. Triviron has been sought to design these spectacular MOTs with cutting edge specifications for their medical facility in Kochi, Kerala known as Aster MediCity. The

delivery of these suites will be completed through two developmental phases of design and commencement across ENT, Orthopedics, Ophthalmology, Cardiology, Transplants and Neurology.

05 **LAUNCH OF NEW ICU & OT PRODUCTS**



Triviron Healthcare has launched a range of new products in the Critical care & OT segment that include:

- iBeta series of ECG devices, manufactured in Italy
  - iVita series of Multi-Parameter Patient monitors, manufactured in Korea
  - iJiva series of defibrillators with monitor, manufactured in Italy
  - EC-Vent Ventilators, manufactured in Korea
- These products are designed to match international quality standards at competitive prices.

06 **TRIVITRON LAUNCHES QUALITY INFUSION DEVICES**

Triviron launched its own brand of infusion devices - Flogard and Intrafuse - manufactured in-house with compliance to global standards.

**Flogard - Precision Flow Syringe Pump  
Intrafuse - Compact Value Infusion Pump**



These devices are designed to be user-friendly and attractive in appearance with a highly clear display system that's unparalleled.

07 **APOLLO BUYS NIKKISO DIALYSIS MACHINES**



Apollo Group of Hospitals had placed their first ever order with Triviron Healthcare to buy Nikkiso DBB 06 and DBB 27 HD m/c after thorough clinical evaluation. The team from Apollo Group had chosen Nikkiso over leading vendors as they found ease of use, reliability, and high quality of Nikkiso products superior over that of others.

The confidence placed on Triviron service team by Apollo group testifies and enhances the positive business relationship shared between the two.

08 **E-VENT AND TRIVITRON COME TOGETHER**



Triviron Healthcare yet again makes a striking move by its association with eVent Medical Corporation, USA - the market leader in manufacturing cutting-edge ICU/CCU Ventilators. Triviron is all set to help eVent penetrate its highly advanced products deeper into the Indian market through its reputed service/support network, thus expanding the market share of eVent in India. Of all the CE and US FDA approved products of eVent, the most-advanced and user-friendly model is the Inspiration 7i which comes with ETCO2 application and Remote Viewing Ventilator Monitoring that can be accessed on smart phones through the Wireless/GSM technology.

## SUCCESS STORIES

Trivitron Healthcare won the prestigious contract to supply and commission state-of-the-art CE Certified Surgical and Anaesthetist Pendants for Operation Theatres in Apollo Group of Hospitals. Apollo had chosen Trivitron as its preferred vendor for this product line for all their new projects as well, over many foreign vendors. These pendants are manufactured in the Chennai factory of Trivitron under technological know-how from Johnson Medical.

Trivitron Healthcare won the prestigious contract to supply and commission full range of Custom Built Pendants for all the OT suites of Deenanath Mangeshkar Hospital, Pune. Trivitron won this contract over leading foreign vendors, thanks to our understanding of the customer needs and offering customized solutions.



Deenanath Mangeshkar Hospital purchased 16 Brandon Astramax Dual Dome OT Lights from Trivitron Healthcare to equip all the OTs in their new building. Trivitron won this contract against many foreign vendors owing to the commendable quality and affordability of our OT lights. Trivitron Healthcare bagged an order from Manipal Hospitals for upgrading four of their Cardiac OTs at their Bangalore facility. Trivitron won this against tough competition due to our exceptional design capabilities.

## TESTIMONIALS

"This is to certify that Digital Mammography and BMD Machine of Hologic make, supplied and installed by Trivitron Healthcare Pvt. Ltd., Chennai, in our diagnostic centre are working satisfactorily. Our physicians are comfortable with all the features and performance of the equipments. Technical support provided by the team of engineers of the company is prompt and appreciable. We would like to have continued support from the team of Trivitron Healthcare Pvt. Ltd. in years to come.



**"Vijaya Diagnostic Centre Pvt. Ltd., Hyderabad**



"This is to certify that we are using various radiological equipments such as ALOKA COLOR DOPPLER SSD 4000, i4, SSD 3500 and Diagnostic equipments such as Real Time PCR 6000, Kone Lab 30 Fully Automated Biochemistry Analyzer,

Kone Lab 20 Fully Automated Biochemistry Analyzer, Cellenium 19 Hematology Analyzer supplied and installed by Trivitron Healthcare Limited, Chennai, are performing satisfactory. The after sales service provided by Team of Trivitron Engineers is satisfied and appreciable.

**Dr. R. Tapadia M.D., Tapadia Diagnostic Centre, Hyderabad**

"We have been well updated by Trivitron Healthcare Pvt. Ltd. Chennai, for the past 4 years and we acknowledge the fact that they are the very best in their ventilator segments – all categories. Their team is a bunch of enthusiastic engineers / overall performance enhancers.



**Dr. Sai Kishore, Isabella Hospital, Chennai**



"We have been using 10 ICU ventilators supplied and maintained by Trivitron Healthcare Pvt. Ltd. Chennai, for more than 5 years. We are happy with the performance of the equipments and the service support rendered by the technical support team of Trivitron.

**Dr. Satish Kumar S. M.D., Naraya General Hospital**

## ALLIANCE A TRIVITRON-APOLLO JV

### ALLIANCE DENTAL CARE

Trivitron Healthcare has entered into a JV with the Apollo Hospital Enterprise to form Alliance Dental Care that operates a chain of Dental Spas & Clinics under the brand name of **White Dental Care**.

Alliance Dental Care has expanded from 18 centers to 42 centers across 9 cities - Ahmadabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, Mysore, New Delhi and Trichy. Some of the 2013 highlights include:

- Opened 2 more 7-star Dental Spas in New Delhi and Mumbai.
- Added 60 Doctors and Consultants to the system.
- Positioned Alliance Dental Lab as a separate Strategic Business Unit.
- Launched Alliance Dental Education and Training Centre.
- Strategic alliance with US based company ClearPath Orthodontics for periodic training programmes of our consultants.
- Collaborated with University of Washington for research studies.

### AWARDS

Alliance Dental Care is the proud winner of 4 prestigious awards at Fandent Awards for Excellence in Dentistry in the following categories:

- Best Metropolitan Clinic
- Best Corporate Dental Chain
- Best Techno Savvy Dentist
- Best Dentist of the year



### ALLIANCE MEDICORP

Trivitron Healthcare under the banner of Alliance Medicorp has entered into a JV with the Apollo Group of Hospitals to set up **Alliance Dialysis Centers** across the country.

This collaboration aims to revolutionize the Renal Care scenario in the country, by making renal care attention reach the masses more easily. Some key 2013 highlights include:

- Installed a new Alliance Dialysis Centre of 6 units at Poonamallee high road, Chennai
- Installed a new Alliance Dialysis unit at Apollo Hospital in Ayanambakkam, Chennai
- Scaled up the Alliance Dialysis Centre at Dehradun to 15 stations
- Touched the milestone of 1000 dialysis per month - thus creating history







# OPHTHALMOLOGY

## SUPER SIGHT 520F



Trivitron Healthcare successfully installed 520F Femto Second Workstation in Super Sight Laser Center, Vijayawada in January 2013. Dr. M.N. Raju performed several successful Bladeless Femto Lasik and Intracor procedures for Presbyopic corrections.

## ANUDITI EYE CARE



Trivitron Healthcare successfully installed 217z100 Excimer Workstation at Anuditi Eye Care, Mumbai, in May 2013. Dr. Sanjeev Shah has performed several surgeries successfully using the device. This installation has played a vital role in expanding our operations in Maharashtra.

## SANDHYA HI - TECH



Trivitron Healthcare successfully installed 217z100 Excimer Workstation in Sandhya Hi-Tech Vision Care Centre, Vishakhapatnam in April 2013.

## NEW PRODUCT LAUNCH



The TENE 317 is a brand new, highly advanced laser technology that meets the demands of surgeons. The highlight of TENE 317 is its simplicity and assurance of safe, predictable results. The TENE 317 has integrated SUPRACOR™- a special procedure designed to provide presbyopia correction, while minimizing the induction of unwanted aberrations within the pupil region. Trivitron is aiming to bring this to the Indian market.

## CONFERENCES

### DOS, NEW DELHI



Trivitron Healthcare participated in the annual congress held by the prestigious Delhi Ophthalmic Society (DOS) in April 2013, with a stall promoting Victus and 217P Excimer Laser. The conference was attended by close to 5000 ophthalmologists from across India and overseas. Trivitron is the lone provider for Bausch & Lomb for Technolas refractive Femto cataract equipments in India.

### TNOA, CHENNAI



Trivitron Healthcare participated in the annual congress held by the reputed Tamil Nadu Ophthalmologists Association (TNOA) at Chennai. Trivitron participated with a stall promoting Victus and 217p Excimer laser. The conference was attended by close to 1200 ophthalmologists.

## TESTIMONIALS

"Had the privilege of using B&L / Technolas Lasik machine for the past several years. Quite satisfied with the quality and stability of the post lasik results. I would like to express my appreciation to Trivitron staff who had given excellent support to maintain these high standards."



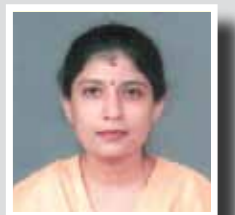
**Dr. Umesh O P, Vasam Eye Care hospital, Kannur, Kerala**



Technolas Excimer Workstation - "Our patients undergoing Personalized Advanced Treatment have good visual outcomes after we started using dynamic Intra Operative Rotational Eye Tracking. Supracor treatment for Presbyopia has given an edge over the satisfaction level of our patients."

**Dr. Shobha Kini, Technolas Excimer Workstation**

Greetings from Vasam Eye Care Hospital Coimbatore. I've been using our present Z100 platform from Trivitron now for the past 5 yrs. I'm extremely satisfied with its performance & handling methods. Results are promising & satisfactory



which helps us to perform the procedure better. There were some problems with the Machine at times but I must congratulate our service engineers with special mention of Mr.Senthil - in Coimbatore region, who was available always to handle it. Even if he was not in station he was easily accessible. We've never had any need for not performing the procedure due to technical reasons. Mr.Senthil would somehow make sure things are done. Special Regards to Mr. Datchinamoorthy, for his clinical guidance, & Mr. Sathish for his technical help whenever we needed. Over all I'm very satisfied & Wish you All the Best to maintain the same.

**Dr. Manju Vinythera, Head of Cornea & Refractive Service, Vasam Eye Care Hospital, Coimbatore**

# EMBRACING INFORMATION TECHNOLOGY



Triviron Healthcare has launched SAP, CRM and HRMS applications for data management to enable better administration and ease of operations. This new initiative taken in December 2013 will go a long way in improvising the Decision Support System and empowering all stakeholders to arrive at reasoned decision points with clear rationale supported by pertinent information.

The CRM installation is expected to improve sales force effectiveness through streamlining data storage from lead generation to affirmation of quote. Simultaneous data flow into SAP will also be integrated to ensure efficient invoicing. Undeterred by the challenges that lay ahead, the solution was implemented in an aggressive timeframe of 6 months with concerted & collaborative support of the Finance, Logistics and ERP teams. The application includes modules in Finance and Controlling, Material Management, Sales and Distribution, Customer Service, Production Planning and Quality Management. The project adopts a complex and collaborative model involving all our global entities.



# TAPPING HUMAN RESOURCE

## 01 TRIVITRON WINS GLOBAL HR EXCELLENCE AWARD



Triviron Healthcare has been awarded the prestigious Global HR Excellence Award for Innovative HR Practices by World HRD Congress on 17th Feb 2013. The World HRD Congress is the largest rendezvous of HR Professionals from across the world, bringing together several global personalities under one roof.

Held once every year in Mumbai, the congress recognizes outstanding achievements of organizations and individuals in the field of Human Resource Management. The Congress is governed by a Global and National Advisory Council that guides the strategic intent of the event.

The aim of the Global HR Excellence Awards is to recognize the best of the best, and to benchmark talent and remarkable HR practices.

## 02 INTEGRATING TRIVITRON FAMILY

It is a matter of pride and happiness for all Trivironians to celebrate this occasion of integration, which has made all of us better focused, through enhanced operational convenience.

We are a strong and close team of 800+ smiling Trivironians across the globe.

Over the several initiatives launched by the Triviron HR team, successful implementation of HRMS stands out magnanimously.



The ever-enthusiastic Trivironians team achieved the Herculean task of implementing the tool in a short span of 6 months.



With the implementation of HRMS across all our global offices, our world has become a smaller place and Triviron a bigger family.



Number of initiatives were launched by our HR team, although the highlight of the year was successful implementation of HRMS, a tool to manage all HR related processes in most effective manner and in least possible time.

03 TAAL 2013



To mark 17 years of excellence of Trivitron Healthcare, the annual grand get-together "TAAL" was held in April 2013.



The celebrations included knowledge sharing, channel partner meet and a brainstorming session to visualize further growth. The highlight of the event was the glittering TAAL 2013 Award Nite. Top performers of Trivitron were awarded for their sustained efforts and significant contributions made through 2012-13.



3A BEST PERFORMERS FY 2012-13 (THPL)



- Best performance Zone - **South-Zone**
- Best Performance JV Org - **Kiran Medical Systems, Pvt.Ltd**
- Best Performing Div. Int. Ops. - **Star Trivitron, Dubai**
- Best Individual Office Support - **Zeenat Mallick (HR-Dept.)**
- Best Customer Support Individual - **I Rajan (Diagnostics Div.)**
- Best Sales Individual - **Anil H (Imaging Div.)**
- Best Managed Division - **Imaging (Customer Support Div.)**
- Best Performing Division - **Ophthalmology**
- Best Customer Support Division - **Renal Care**
- Best Office Support Division - **HR & Admin**



3B BEST PERFORMERS FY 2012-13 (STAR TRIVITRON)



- "Best Performing Division" For The Year 2012 - **Lab Division**
- "Best Employee - Sales" For The Year 2012 - **Mr. Binoj Mathew And Mr. Siddeek**
- "Best Employee - Customer Support" For The Year 2012 - **Mr. Anil**
- "Best Employee - Finance & Accounts" For The Year 2012 - **Mr. Riyaz**
- "Best Employee - Logistics" For The Year 2012 - **Mr. Hamza And Mr. Nangarath Muhamed**
- "Best Employee - Admin & Hr" For The Year 2012 - **Mr. Ajmal Khan**
- "Best New Employee" For The Year 2012 - **Mr. Nithin And Mr. Unnikrishnan**

04 TRAINING PROGRAMS & DEVELOPMENT

35 technical training programs were organized for our sales and service staff for FY 2012-13. The HR department was instrumental in organizing training on Sales Mastery and Perception Change & Team Building as well at different locations. The training was conducted in 2 Phases for 3 days across all locations. First module of the program primarily focused on communication aspects and covered:

- NLP model of communication
- Communication filters
- Role of secondary filters viz. memories, attitudes, decisions, value & beliefs, personal style and language

- Explanation of these filters will create awareness and also discuss constructive language frames

The second phase included a psychometric tool, primarily focusing on the interpersonal needs of the employees and using the instrument to initiate discussions on how different people have different needs and how these needs manifest themselves into behavioral patterns within the group, leading to better awareness of self and others, along with personal roadmaps to highlight areas of improvement.

SALES MASTERY



PERCEPTION CHANGE & TEAM BUILDING



ROCKSTAR



Real champions are recognized through "Rockstar of the month" concept. A new initiative has been taken by the HR department at Trivitron Healthcare to identify and honor a "Rockstar of the Year" who will be award with a certificate of honor at the Annual Meet TAAL 2014.

# Mitra

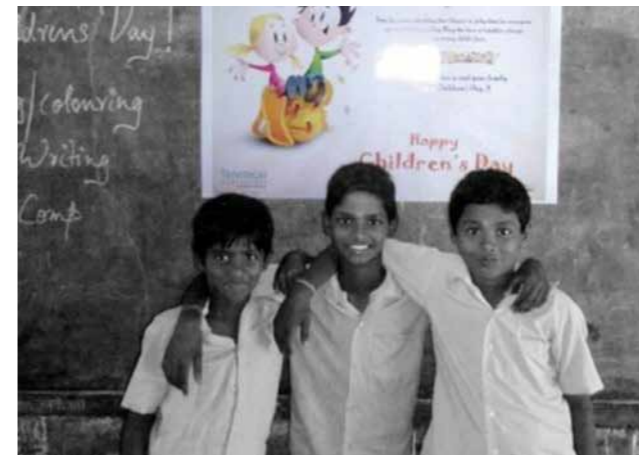
Making Indigenous & Transcendent Relations

A CSR campaign of Trivitron to build strong emotional bonds with people.

There is no greater virtue than giving. Keeping this core humanitarian value in mind, Trivitron Healthcare took the initiative of making a positive difference to the children of St. Thomas school in Uthandi, Chennai by giving them our time, efforts and resources.

In addition to our regular involvement in the school operations post "adoption", the main focus for the year was:

1. Nurturing talents through competitions
2. Promoting health consciousness
3. Establishing a library
4. Conducting eye check-up





**AWARDS &  
RECOGNITIONS**

Printing & Packaging Partner  
Print & Pack  
PHARMA LE

**CHAMPION OF HUMANITY AWARD  
BY HINDUSTAN CHAMBERS OF  
COMMERCE - 2013**



**AKHIL BHARTIYA UDYOG KRANTI  
AWARD - 2013**



**ENTREPRENEUR OF THE YEAR 2013  
- BY PHARMALEADERS**



**GLOBAL ACHIEVERS AWARD - 2013**



**TUCK SCHOOL OF BUSINESS  
AWARD - 2013**



**CSR AWARD - 2013**



## India Value Fund Invests in Triviron Healthcare

**MUMBAI** Private equity fund India Value Fund Advisors (IVFA) on Tuesday said it has invested Rs 150 crore for a minority stake in medical equipment maker and distributor Triviron Healthcare. The funds will be used by the company for its next phase of growth, IVFA said in a statement here. IVFA joins Fidelity Growth Partners India and Fidelity Biosciences, which have invested in the company last year, it said, adding, two of its representatives would join Triviron's board as directors and observers after investment. The medical technology industry is a \$5 billion opportunity in the country and growing at 15% every year due to the large population and the growing middle class.

The Economic Times  
Dec-13

BioTalk

Interview

**Dr GSK Velu, founder, Triviron Group of Companies, India**

**'Medtech market is moving towards localization'**

While a vast of 15 years, Triviron has grown in the past to what it is today. With overall growth of around 15 percent, the revenue of medical technology in India was estimated at \$1.5 billion in 2012. The industry is expected to grow at 15 percent every year due to the large population and the growing middle class.

What factors helped in the growth of Triviron? Dr Velu: Triviron Healthcare's growth can be largely attributed to our focus on high quality technology products, including marketing and international distribution. We have been successful in creating a strong brand in the market as well as providing regular products to our customers. We have been successful in creating a strong brand in the market as well as providing regular products to our customers.

15th anniversary global players having entered the India, how do you see the opportunities and growth of medical technology in India? Dr Velu: India and India are the two major markets for medical technology in India. With 11% of the largest 10 revenue global medical companies having established sales and marketing presence in India, and another 10% in the next 10 years, India is a highly favorable destination for health-tech.

Biospectrum  
Jan-13

## Triviron raises Rs 150 cr from India Value Fund

Triviron Healthcare Pvt Ltd, a medical technology company whose focus areas include imaging sciences and diagnostics, has received Rs 150 crore from India Value Fund. This comes through a combination of India Value Fund's primary investment into Triviron for funding its expansion plans and secondary purchase of the stakes of ePlanet Ventures Mauritius Ltd and HAV2 (Mauritius) Ltd. Fidelity Capital Management (Mauritius) Ltd and its affiliates, which had invested in Triviron, continue to hold their stake.

The Hindu Business Line  
Dec-13

## My Big Fight

When Triviron Healthcare left its main supplier, it lost people and nearly went bankrupt. GSK Velu, MD, describes his battle

In 1997, I left Ciba Corning (later renamed Chiron) Diagnostics as director for South and South East Asia operations, determined to start my own venture. The same year, I started two companies, Triviron Medical Systems and Triviron Diagnostics in Chennai with 20 lakh rupees of my savings. Chiron had been taken over by Bayer by then, and we started off by distributing Bayer's medical devices in South India. The company was doing well and in 1999, I started another company, a chain of pathology labs called Metropolis. But our decision paid off and gradually we spread our distribution footprint to the entire country, while building the Triviron and Metropolis brands. In 2006, Metropolis got private equity funding. The next year, we got investments in Triviron as well and started the Triviron Innovation Centre to manufacture our own equipment. Today, a third of our business comes from our homegrown products and Triviron is a Rs 500 crore company.

However, 2000 was a very tough year for us. Since we were only distributing Bayer products, we were being dictated to. Unable to make decisions on our own, we decided to leave Bayer and distribute other companies' medical equipment, even if that meant losing a substantial amount of business and starting from scratch. This prompted 20-25 junior and mid-level employees to quit and join Bayer and we almost went bankrupt during this period. We had spent a lot of time training those people but we took it in our stride.

- As told to Nisha Menon

The Economic Times  
Jan-13

## Lifesavers on the Rise

Just like with software nearly two decades ago, India is spawning top-notch medical device companies which are competing globally with cutting edge technology at affordable prices, say Harisharan Jukka and Poozanda Akshay

**India's Medical Devices Industry**

Market Size: \$5.2 billion (2012)

Market Size: \$6.4 billion (2013)

Growth: 65%

Key players: Medtronic, GE Healthcare, Philips, etc.

Key trends: Localization, innovation, etc.

The Economic Times  
Feb-13

# NEWS DESK

## FOCUS Growing through a web of joint ventures and alliances

Like plenty of other medical device companies in India, Triviron has started with distribution and after sales service for MNC products. But it has now performed itself into a manufacturing company in its own right, says Dr. GSK Velu.

Triviron Healthcare Pvt Ltd, a medical technology company, has received Rs 150 crore from India Value Fund. This comes through a combination of India Value Fund's primary investment into Triviron for funding its expansion plans and secondary purchase of the stakes of ePlanet Ventures Mauritius Ltd and HAV2 (Mauritius) Ltd. Fidelity Capital Management (Mauritius) Ltd and its affiliates, which had invested in Triviron, continue to hold their stake.



Healthcare Executive  
Sep-13

## Medical Technology Innovations

Enhancing healthcare delivery

Medical technology innovations are helping to enhance healthcare delivery. These innovations include digital health, telemedicine, and mobile health. These technologies are helping to improve patient care and reduce costs. They are also helping to make healthcare more accessible and efficient.

Healthcare Executive  
Sep-13

## The PARALLEL ENTREPRENEUR

With four businesses in India, why GSK Velu is pursuing his highest bet in medical technology



Forbes India  
Jun-13

Business World

U.S.S. 15th Triviron Group

W

Triviron Healthcare Pvt Ltd, a medical technology company, has received Rs 150 crore from India Value Fund. This comes through a combination of India Value Fund's primary investment into Triviron for funding its expansion plans and secondary purchase of the stakes of ePlanet Ventures Mauritius Ltd and HAV2 (Mauritius) Ltd. Fidelity Capital Management (Mauritius) Ltd and its affiliates, which had invested in Triviron, continue to hold their stake.

Business World  
Mar-13



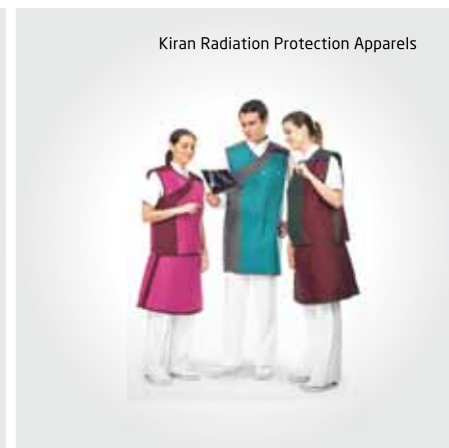


## THE TRIVITRON EDGE

- Largest Medical Technology Company of Indian Origin offering turnkey solutions across the continuum of care
- A multi-modality product company of enviable standing that holds the distinction of offering medical technology solutions that are affordable and accessible by the entire population
- 8 manufacturing facilities that are GLP, GMP certified and spread across Chennai, Mumbai, Pune and Finland, marking local and international presence.
- Deployment of state-of-the-art concepts like lean manufacturing and frugal engineering to reduce overall manufacturing costs to help retain a competitive edge.
- Products manufactured through synergies with local and global manufacturers are sold to the local markets and exported to over 165 countries, signaling the brand acceptance amongst the physician population world over.
- 5 innovation centers in partnership with India's leading technical and medical education institutes, backed with state-of-the-art technologies, thriving on the fundamentals of innovation and ensuring that low cost high quality products make their way to the market
- 20 % of the revenue invested in R&D to bring forward products that are of low cost, functionally more effective and technologically superior
- 12 Warehouses ensuring finest inventory management through processes that prescribe to automation across the entire value chain
- 1200+ channel partners that work in unison with the Trivitron team to ensure product reach across all territories
- **24 X 7 Customer Support in case of installation hiccups - +91 98400 80008**
- Winner of the coveted Frost & Sullivan GIL award in 2010, establishing Trivitron as a company that has made its way to the top through indigenous manufacturing and innovation.
- Over 1000 people on the rolls of the company including medical and paramedical staff, who are provided Continuous Medical Education (CME), training and skill developments to keep themselves abreast of the trends in the medical device space.



TRIVITRON  
**PRODUCTS**  
OFFERED



**IMAGING SCIENCES**

- Colour Doppler & Ultrasound Scanners
- CT
- MRI
- X-ray Imaging Equipments
- C-Arm Image Intensifier
- Bone Densitometers
- Mammography Equipment
- Image Management Solutions
- CR
- DR





Cellenium 19™



Bio Card Quant  
Cardiac Reader



Cellenium 3400



Nikkisho  
Dialysis Machine



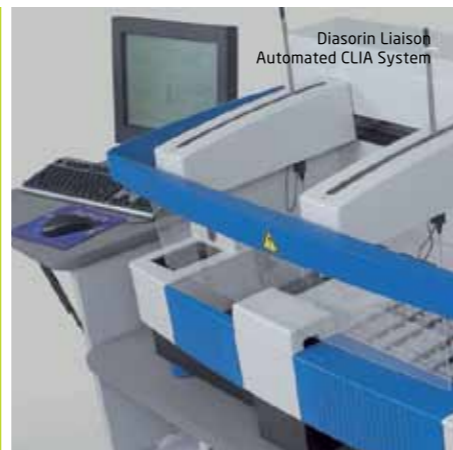
Johnson Triviton Modular OT



i Vita Patient Monitor

**LAB DIAGNOSTICS (IVD)**

- Clinical Chemistry Analysers & Reagent kits
- Electrolyte Analysers
- Clinical Electrophoresis Systems & Reagent Kits
- Haematology Analysers & Reagents
- Coagulation Analysers & Reagents kits
- Urine Analysers and consumables
- Sperm Quality Analysers and consumables
- Microbial Culture, Detection, Identification and
- Susceptibility Systems & Reagent Kits
- Molecular Diagnostics (PCR and RTPCR) Systems & Kits
- Liquid Based Cytology Processor and Kits
- Point-of-care Diagnostics instruments and kits
- ELISHA Reader washer and Kits
- RAPID Diagnostic Test Kits



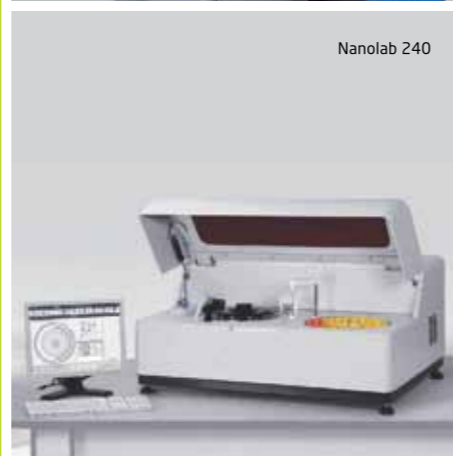
Diasorin Liaison  
Automated CLIA System

**CRITICAL AND CARDIAC CARE**

- Patient monitoring systems
- ECG Recorders
- Holter / TMT / ABPM
- Biphasic Defibrillators
- Automated External Defibrillators (AED)
- Anesthesia Work Station
- Volumetric Infusion pumps & Syringe pumps
- Nebulizers
- ICU & Transport ventilators
- Adult / neonate ventilators



I Beta ECG Machine



Nanolab 240



eVent Ventilator



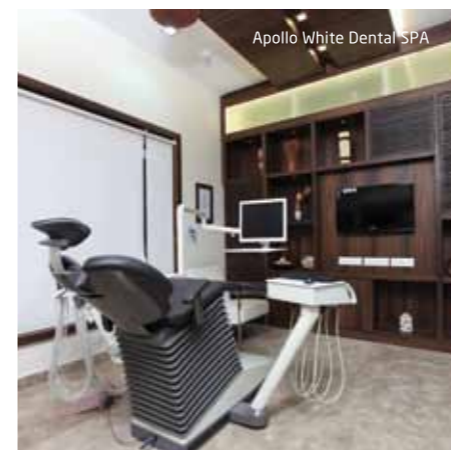
Agilent LCMS System



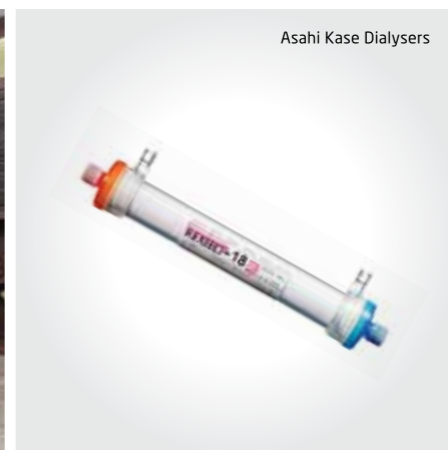
Sebia Capillarys HbA1c Systems



Neoscreen 2400



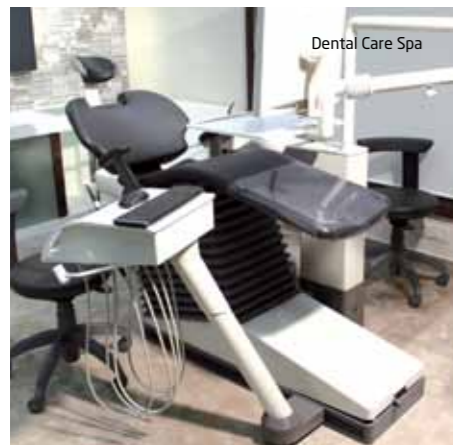
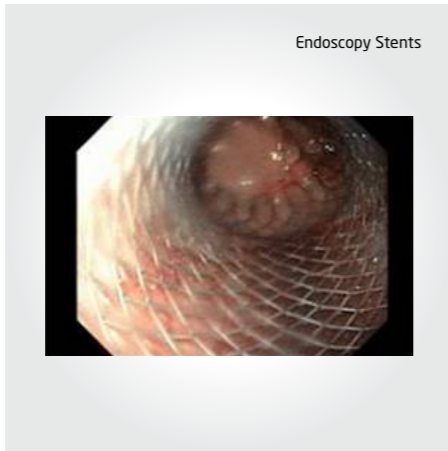
Apollo White Dental SPA



Asahi Kase Dialysers



I Jiva Defibrillator with AED



**CARDIOLOGY & IMPLANTABLE DEVICES**

- Cardiac Stents
- Endoscopy Stents
- Lasik Machine
- Intervention Catheters / Balloons
- OT
- OT Pendant
- Dental Care Spa
- Dialysis Machine

**PHYSIOTHERAPY SYSTEMS**

- Ultrasound Therapy
- Nerve & Muscle Stimulator
- Interferential Therapy
- Shortwave & Longwave Diathermy
- Continuous Passive Motion
- Multiwaveform Combination

NOTES

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