

Annual Magazine from

**TRIVITRON**  
HEALTHCARE

*speaking your language*

# Smiles

JANUARY 2016



## EVOLUTION THROUGH INNOVATIONS ACROSS THE GLOBE

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BEST HEALTHCARE MANUFACTURING  
COMPANY OF THE YEAR AWARD



## Dear Customers and Associates

Happiness comes with good health and being a healthcare company, I wish all of you a healthy new year 2016! The year 2015 has been one of the most exciting years for Trivitron as a Group for which I'm indebted to you and your continued support. Trivitron has enjoyed success across all its verticals and accomplished what each vertical had set out to do. New product launches in Labsystems Diagnostics have contributed largely to our success. Today, Trivitron is one of the 2 companies in the world to have the entire product line in Newborn Screening including Immuno Assays, Mass Spec, thanks to our Finland division.

Within a 5-year time frame, from being a simple trading company in 2010 with almost 100% revenue/profits coming from trading, we are now passing out of 2015 with almost 85% of our profits and more than 2/3rd of our revenue coming from our own manufacturing activities, especially in the diagnostics and imaging fields. That is an achievement in its own right!

Our philosophy of "Speaking our customer's language" and serving them with "Smiles" hasn't changed since our inception in 1997. Some of our significant accomplishments in 2015 include:

- Launching of the Mass Spec Kit
- Kiran's evolution into a holistic X-ray company that provides X-ray equipment
- Established ourselves as the no.2 Dialysis player in the country, under new leadership
- Filed yet another patent, this time for the first time detection of Urease for Newborns using Mass Spectrometry

Trivitron is a hospital hold name with most of the major hospitals having at least some of Trivitron products. With 8 factories, 3 research centers and many more to come, Trivitron is set to grow in the international medical technology arena, to be a globally acclaimed medical technology company. Here's a brief outline of the trajectory for 2016:

- Process and People will be the main focus area for Trivitron, this calendar year
- Trivitron will be the first to introduce Point of Birth Newborn Screening test in 2016
- Kiran is set to launch their own C-arm, X-ray, mammography and possibly digital radiography in 2016.
- Carefully planned initiatives will be implemented in 2016 to propel CLSS
- HR initiatives, focused on entry level Trivitronians to help them grow in their careers by improving their soft skills and hard skills
- Now that all our verticals are running in SAP, Trivitron is set to invest in a well-implemented CRM to become a process oriented company that is compliant to the international way of functioning across all verticals

With 2016 ahead of us, we have yet another year filled with opportunities, which we should make the most of and continue unwaveringly towards our common goal of making healthcare accessible and affordable to larger sections of population. You have been the reason for Trivitron's growth the last few years and I'm sure 2016 is going to be no different. Thank you for being the beacon of support and making Trivitron a reputable medical technology brand across the globe.

Warmest wishes

**Dr. G.S.K. VELU**

Chairman & Managing Director  
Trivitron Group of Companies



At the Human resource department, we strive to not just be super efficient and organized with new hires, but really think of ourselves as the first ones to welcome a new employee and make a positive impression. 2015 has been a great year with our primary focus on the culture trifecta: people, value and capacity.

Initiatives like the Run for Health and Spandan, across Trivitron offices in India have been a huge success, thanks to all the Trivironians who participated actively with enthusiasm. On that note, I wish you all a fabulous new year!

**MS. CHANDRA GANJOO,**  
EXECUTIVE DIRECTOR & GROUP CPO



A year when I spent more time engaging with policy makers, analysing mergers & acquisitions deals, and developing corporate strategy, 2015, has been excessively kind to Trivitron providing the right market conditions for growth.

Interestingly, we have reached the target growth for this year and have many new healthcare products and solutions on the anvil. 2016 sure looks promising for Trivitron!

**MR. PARTHA SARATHI DE,**  
EXECUTIVE DIRECTOR & GROUP CFO



We live in an interconnected world in which effective partnerships have never been more important. And that's exactly what Trivitron will continue to focus on – facilitating exchanges as well as promoting direct co-operation between various national and international businesses. This focus has – without doubt – spurred the impressive success of our organization.

We have our aim set on consistent long-term growth.

**MR. PERIYANAYAGAM PONNAMBALAVANAN,**  
GROUP COO

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## CORPORATE DESK

BRIDGING INNOVATION  
AND HEALTHCARE FOR  
BRIGHTER TOMORROW

### TRIVITRON COMMENCES PILOT PRODUCTION AT ITS NEW STATE OF THE ART IVD PRODUCTION FACILITY IN ITS MEDICAL TECHNOLOGY PARK IN CHENNAI

Medical equipment company Triviron Healthcare is setting up plants-one for screening & reagents and another for electro magnetic/image and lab equipment at its Medical Tech Park, near Chennai. The company now has eight functional factories, spread across Chennai, Mumbai, Pune and Helsinki (Finland).



### BHOOMI PUJA AT TRIVITRON MEDICAL TECHNOLOGY PARK, CHENNAI

The latest addition to South Asia's first state-of-the-art Medical Technology Park-Triviron Medical Technology Park (TMT) is coming up with an all new Modern X-ray Manufacturing facility that has begun to take shape at SIPCOT. The Bhoomi Puja was held on the 18<sup>th</sup> of January 2015.



### NATHEALTH 2<sup>ND</sup> SOUTHERN ROUNDTABLE - CHENNAI

Nathealth, with support from Triviron Healthcare Pvt Ltd and Apollo Hospital, conducted the 2<sup>nd</sup> Southern Roundtable conference on July 10<sup>th</sup>, 2015 at The Raintree, Anna Salai, Chennai. The discussion topic was about "The Progress In Tamilnadu Healthcare and Best Practice Sharing". Dr. J. Radhakrishnan I.A.S., Secretary - Department of Health & Family Welfare, Government of Tamil Nadu was the Chief Guest at the event and addressed the audience and spoke about the topic. There was also a one-on-one questionnaire session with the Healthcare Secretary. The audience were a mixed crowd of top doctors/ HODs from various departments of hospitals and colleges.



### INTERNATIONAL CONFERENCES MEDICA 2015 & RSNA 2015

Medica 2015 was held from 16<sup>th</sup> November 2015 to 19<sup>th</sup> November 2015 at the Messe Exhibition centre in Dusseldorf, Germany. RSNA 2015 (Radiology Society of North America) was held from 29<sup>th</sup> of November to 4<sup>th</sup> of December 2015 at McCormick Place, Chicago.



### TRIVITRON AT ARAB HEALTH 2015

Triviron participated in Arab Health, held at Dubai, for the eighth straight year. Like previous years, this year has been an eventful one as well. Being one of the largest gathering of medical technology companies in the world, Arab Health presented immense opportunities to meet and interact with contemporaries and prospective customers.

The strategic MOU signed between Triviron and IMD Group of Italy was the icing on the cake. The exciting deal is set to bring 100 cr revenue in the next three years.



### AMITABH KANT, SECRETARY- INDUSTRIAL POLICY & PROMOTION, GOI APPRECIATES TRIVITRON IN TWITTER

Triviron gets another appreciation on twitter and this time it was given by Mr. Amitabh Kant, Secretary - Industrial Policy & Promotion, GOI. He tweeted, "Greatly impressed with the Medical Technology Park established by Triviron in Chennai, producing a unique range of medical devices in India."





## TRIVITRON HEALTHCARE AND FICCI HAD AN INTERACTIVE SESSION WITH AMBASSADOR OF ESTONIA

Trivitron Healthcare Pvt. Ltd., India's biggest medical technology company, hosted an event in collaboration with FICCI (Federation of Indian Chambers of Commerce and Industry), accentuating diplomatic and trade relations with the country through an interactive session between the Ambassador of Estonia to India, Viljar Lubi and Chennai-based entrepreneurs.



## JV BETWEEN TRIVITRON HEALTHCARE AND IMD GROUP, ITALY

Trivitron Healthcare has announced a joint venture with the IMD group, Italy. The MOU was signed for the joint venture in the name of Kiran IMD X Ray Private Ltd, to design/ develop and manufacture variety of X-ray equipment and X-ray accessories based out of its facilities in Chennai and Mumbai in India and Bergamo in Italy.



## STATE-OF-THE-ART MULTIMODALITY MANUFACTURING FACILITIES





## LAB DIAGNOSTICS (India)

### CREATING A HEALTHY WORLD



The year 2015 has been an eventful year for the Diagnostics division of Trivitron Healthcare. The division has witnessed more than 30% growth over the previous year with all major segments growing like Clinical Chemistry, Hematology, Electrophoresis and Histopathology. This year has also been significant in terms of manufacturing capability development. Trivitron Healthcare's IVD manufacturing plant near Chennai developed the capability of manufacturing products like NBS, Quality Control Sera, RT-PCR kits, ELISA kits, Rapid Diagnostic tests through its own R&D team efforts. These in-house development and manufacturing of products will significantly help in reducing the import dependency of India in the IVD space and will go a long way in contributing to the 'Make in India' campaign which Trivitron also strives for. Customer satisfaction is of utmost importance to us as we continue our efforts to be a complete diagnostic solutions provider.

#### MR. VINCENT RONALD MIRANDA, PRESIDENT – DIAGNOSTICS

Last year was significant for Referral lab / Key account segment. We got associated with 6 labs for Newborn Screening which includes one of the biggest Newborn Screening labs in India- Neogen. Thousands of babies were screened using our systems and today we are satisfied with the fact that, our system has helped parents of 8 babies to take corrective actions and start treatment immediately after birth, when they were detected positive in Newborn Screening. We conducted series of symposiums for awareness on Newborn Screening with our guest speaker Dr. Ralph Fingerhut.

HbA1c and Hb analysis by capillary electrophoresis generated more and more interest through CMEs organised by us. We captured substantial market share in this segment. We entered the Histopathology segment with a world-class product line which has the capacity to report patient sample the same day. With a series of symposiums on Smart automation, we are now well-known in the Histo segment. With more than 75% market share, we continued to be a market leader in the LBC segment. Like the last 15 odd years, our valued customers have supported us a lot, which builds our confidence in assuring customers that we are indeed "speaking your language".

#### MR. NITIN JAYRAM SAWANT, SR. VICE PRESIDENT-REFERRAL DIAGNOSTICS

## DIVISIONAL NEWS

### TRIVITRON LAUNCHES ELISA TEST KITS

Trivitron has launched 3 different kinds of Elisa Test Kits

- **HIV 4th Generation Kits:** Used for detection of p24 antigen & antibodies to HIV 1 & 2 in human serum/plasma through Enzyme-Linked Immunosorbent Assay (ELISA) technique
- **HBsAg Kits:** Used for detection of Hepatitis B virus in human serum/plasma through Enzyme-Linked Immunosorbent Assay (ELISA) technique
- **HCV Kits:** Used for detection of Hepatitis C virus in human serum/plasma through Enzyme-Linked Immunosorbent Assay (ELISA) technique

### TRIVITRON LAUNCHES SMALLEST HEMATOLOGY ANALYZER

Trivitron Healthcare, the largest Medical Technology Company of Indian origin has launched the smallest Swiss make 5PDA Hematology Analyzer (Mythic 22 OT & Mythic 22 AL). The launch of the products took place in collaboration with Orphée Medical of Switzerland for exclusive marketing & distribution by Trivitron in Chennai. This one of a kind product in the hematology segment is the smallest, more accurate, economical and has very low maintenance.



### CHANGING THE FACE OF THE INDIAN DIABETIC MARKET

2015 witnessed the acceptance of Sebia Minicap Flex Piercing in the Indian market. With the acceptance of capillary technology, Sebia & Trivitron have entered the diabetic testing market with aggressive pricing giving a tough competition to its competitors.

With more number of CMEs & Symposiums conducted in Metro cities like Mumbai, Delhi in premium institutes and workshops conducted in SRL, Mumbai, Apollo Chennai, Dr. Lal's Path Lab, New Delhi, both Minicap FP & Capillarys 2 FP is gaining rapid popularity in the diabetic testing market as a multi parametric instrument which caters to the electrophoresis segment.

Minicap FP is now becoming more & more successful with laboratories for its wide menu & low consumption of reagents. It is being used in private hospitals as well as government hospital laboratories, in big & small volumes.

2015 saw the growth of Minicap installations reaching close to 50 across India, which shows customer acceptance in the market. The sale of 18 instruments in Q4 totally proves that it is one of the best instruments in this segment. When it comes to Gel technology, the customer thinks of only Sebia & Trivitron which is why the Apollo group has chosen us for gel electrophoresis for all their centers for other electrophoresis parameters. The bigger throughput instrument, Capillarys2 FP is being reviewed at all the major chain of laboratories for all the parameters.

The acceptance of Flex Piercing in Capillarys based technology is surely going to change the face of the Indian Diabetic market.

### DEMONSTRATION OF LDX NBS KITS, KERALA

Trivitron has successfully demonstrated and evaluated modular Newborn Screening instruments and Fluorescence Immunoassay NBS Kits at State Public Health and Clinical Lab, Trivandrum, Kerala, from June 18th to July 1st, 2015. This is the first time Trivitron Healthcare has demonstrated NBS instruments and Kits in a renowned State government laboratory. Trivitron Healthcare has satisfactorily evaluated their 4 NBS parameters (TSH, 170HP, G6PD, and Phenylalanine) with great success.

## FIRST INSTALLATION OF SAKURA SMART AUTOMATION TISSUE PROCESSOR

Trivitron has installed the first Tissue-Tek® Xpress® x50, an advanced automated Continuous Rapid Tissue Processor from Sakura Finetek in India. Trivitron proudly installed Sakura Tissue-Tek® Xpress® x50 at Anand Diagnostic Laboratory, one of the renowned laboratory in India on 24th of November 2015. Tissue-Tek® Xpress® x Series is the only platform offering consistent processing in one hour, Formalin-and Xylene-free fixation and processing, same day results by real reduction of turn-around time, reduced reagent consumption with an efficient, manageable and continuous workflow.

## ADDING SEVERAL FEATHERS TO THE LABSYSTEMS NEWBORN SCREENING CAP

- Expanded its customer base with new customers like Neogen Laboratories, Bangalore & Zelleven Healthcare Pvt Ltd, New Delhi
- KMC Manipal finalises Labsystems Diagnostics modular system for NBS screening project
- Labsystems Diagnostics kits become instrumental in saving lives of several babies across India by timely detection of disorders. One such case recently occurred with a baby born at Preetha Nursing Home, Karur (TN). The baby was tested positive for TSH using our kit. Timely detection and treatment has helped reverse the disorder and the child is 4 months old now, leading a normal life

## DR. SELVAKUMAR JOINS TRIVITRON TEAM FOR R&D AND MANUFACTURING



Dr. Selvakumar, Professor and Head of Biochemistry department at CMC Vellore, post retirement joined Trivitron Healthcare as Chief of Manufacturing Operations at IVD Factory. Under his able leadership, CMC Vellore had successfully conducted India's first EQAS (External Quality Assurance Scheme) program which was accredited by NABL, in which more than 3000 labs from across the country participated. He is now leading the R&D and Manufacturing team at Trivitron's Diagnostics business and heading projects like development & manufacturing of Quality Control Sera.

## TRIVITRON ULTRA-MODERN IVD MANUFACTURING PLANT TAKES A NEW LEAP AND DEVELOPS CAPABILITY TO MANUFACTURE QUALITY CONTROL SERA

For the first time in India, any company in IVD space forays into manufacturing of Quality Control Sera. Trivitron's IVD plant near Chennai is poised to soon launch Quality Control Products under the brand name of 'LabSure'. This will be a big step in providing affordable and accessible high quality QC products to the diagnostic labs across India for accurate reporting of results.



## TRIVITRON EXPANDS ITS BIOCARD™ BRAND RAPID DIAGNOSTIC TESTS (RDT's) PRODUCTS RANGE

Trivitron's R&D team develops almost 15 types of critical and non-critical Rapid Diagnostic test for quick, easy and reliable screening of samples, both for domestic and international markets. These wide variety of products planned for launch in 2016 will have tests for common seasonal diseases like Malaria, Dengue to specialized Celiac allergy test cards.

### BIOCARD POC KITS - TO BE LAUNCHED

HIV Lateral Flow Test | HBsAg Lateral Flow Test | HCV Lateral Flow Test | Dengue IgG/IgM Lateral Flow Test | Dengue NS1 Lateral Flow Test | Malaria Pf/Pv Antibody Lateral Flow Test | Malaria Pf/Pan Antigen Lateral Flow Test | Malaria Pf/Pv Antigen Lateral Flow Test | Syphilis Lateral Flow Test | Hbsag Dipstick Lateral Flow Test | Syphilis Dipstick Lateral Flow Test | Dengue Dipstick Lateral Flow Test | HIV Flow Through Test | HCV Flow Through Test | Syphilis Flow Through Test | hCG – Pregnancy Cassette | hCG – Pregnancy Mid-Stream Cassette | Troponin I - Cassette | H.pylori – Cassette | Celiac – Cassette

## EVENTS AND CONFERENCES

### CME ON ELECTROPHORESIS AND ANALYTICAL TECHNOLOGIES, CHENNAI

Trivitron conducted a CME/Lecture on Electrophoresis along with highlights of the Sebia product line at Madras Medical College, Chennai on 20th June. This event was attended by doctors and HODs of Madras Medical College, Kilpauk Medical College and Stanley Medical College. More than 50 participants attended this event and showed keen interest in Sebia's Electrophoresis range.



### CME ON 'APPLICATIONS OF ANALYTICAL INSTRUMENTS IN CLINICAL DIAGNOSTICS', KOLKATA

Trivitron in collaboration with Agilent Technologies conducted a CME on 'Applications of Analytical Instruments in Clinical Diagnostics' at Kolkata, on 24th September. This event was attended by key renowned pathologists of Kolkata region. More than 40 participants from places like Tata Medical College, IIT Kharagpur, and Kolkata Medical College attended the event.



### ACLAP 2015, MAHARASHTRA

Diagnostics Team from Maharashtra region participated in the Technicians Conference held at Nanded, Maharashtra on 19th & 20th Dec. Almost 800 lab technicians attended this conference from Maharashtra region. We showcased some of our equipment at our stall in this event. This event has helped in giving an impetus to our business in tier-2 and 3 towns of Maharashtra in addition to enhancing the awareness about our company and products.



### APCON 2015, COCHIN

Trivitron's Diagnostics division proudly participated at APCON 2015 which was the 64th Annual Conference Of IAPM & Annual Conference of IAP-ID. This conference was held from 3<sup>rd</sup> to 6<sup>th</sup> December at Cochin, Kerala. In this event we had a fabricated stall of size 3m x 3m whereby some of our key products were Displayed and product details were distributed to the customers.

APCON is one of the major Pathologist's conference in India which is attended by key pathologists, Lab owners and Govt. Hospital & Medical College HODs from all parts of the country. Our stall received a good footfall with more than 50 visitors showing keen interest in our product range.





## GAPM 2015, VADODARA

Trivitron Diagnostics team participated in the conference organized by Gujarat Pathologists and Microbiologists association. This event was held at Vadodara on 19<sup>th</sup> & 20<sup>th</sup> December. Trivitron's stall displayed and showcased some key products to the pathologists. The key attraction at our stall was the small Mythic -22 5-Part from Orphee Switzerland for which we received several enquiries.



## NEWBORN SCREENING SYMPOSIUMS AT METRO CITIES



Trivitron Diagnostics division successfully conducted the Symposia on "New Born Screening: Protecting the Next Generation" which were held across 3 cities - Hyderabad (11th Dec), Mumbai (12th Dec) & Delhi (14th Dec). These symposia aimed at creating awareness about the concept of Newborn Screening amongst key stakeholders - Gynaecologists, Paediatricians & Laboratarians. LabSystems NeoMass kit for LCMS was also launched during these events in the Indian market.

The Guest Speaker was Dr. Ralph Fingerhut from Zurich, who is currently the head of NBS at the Children's Hospital Switzerland. He presented the importance of NBS, global scenario, and technologies used for ELISA Basic assays and advanced assays on LCMS. Each seminar was attended by lab heads who are currently doing NBS or planning to start NBS along with Gynaecologists, Paediatricians. We received wide

press coverage across national and regional level publications on these important events and achievements of Trivitron healthcare.

## AOGIN 2015, VELLORE

Trivitron in collaboration with Hologic, Netherlands participated in AOGIN (Asia Oceania research organization on Genital Infections and Neoplasia) 2015 organized by CMC, Vellore from 27<sup>th</sup> to 29<sup>th</sup> August. We received good response from all the visitors to our stall as they were very much familiarized with our ThinPrep2000 instrument during the day 1 session of the workshop. The approximate number of visitors to our stall was ranging from 120-150.



## ASEOPLOG 2015, RAJKOT

Trivitron was one of the sponsors in the CME, organized by the Rajkot unit of ASEOPLOG (Association of Self Employed Owners of Private Pathology Laboratories of Gujarat) held on 4<sup>th</sup> October at Rajkot in which more than 250 pathologists and technicians were present. With some of our key diagnostic products, our stall was able to attract more than 100 visitors.



## SYMPOSIUMS ON SMART AUTOMATION AT METRO CITIES



Trivitron in collaboration with its partner Sakura conducted a series of Symposia across all 4 metro cities of India - Delhi, Mumbai, Chennai and Kolkata in the month of October. The new trends in Histopathology instrumentation - SMART AUTOMATION was introduced to the key users across the country. More than 200 key Histo-pathologists from top hospitals, institutes & pathology labs were present. The key speakers for these Symposia were from Europe - Mr. Andries Dragt (Director - Sakura Finetek) and Mr. Simon Cutts (Business Manager - Sakura, UK).

## MEERUT ROAD SHOW

The Lab Diagnostics team of Trivitron successfully conducted a Road Show in Meerut on 19<sup>th</sup> October. Key products like the Mythic 22 5-PDA, Cellenium 19, Labmate along with some ELISA kits were showcased to pathologists and technicians of that region through direct interaction & corporate video. The highlight of the event was Mythic 22 which generated a lot of curiosity due to its small size. This event was also instrumental in generating several potential leads for our diagnostic products.



## 4<sup>TH</sup> ANNUAL MOLECULAR PATHOLOGY ASSOCIATION OF INDIA (MPAI), KOLKATA

The 4<sup>th</sup> Annual Conference of Molecular Pathology Association of India (MPAI) was held from the 14<sup>th</sup> to 15<sup>th</sup> of February 2015 at Tata Medical Center, Kolkata, India. We at Trivitron healthcare were delighted to be a part of this event, where we had the opportunity to meet eminent personalities such as Dr. R V Shaji - CMC Vellore, Dr. Rangaraj Selvarangan - Mercy Hospital, Kansas City- USA, Dr. Partha Majumdar- NIBMG, Kolkata & many more.

We showcased Trivitron range of products and let our customers know that Trivitron is a "Single Point Solution for all Basic & Advanced Diagnostic & Molecular Needs of the customer."



## DIAGNOSTICS DISTRIBUTOR ASSOCIATION (DDA), CHENNAI

Trivitron sponsored and participated in the Diagnostics Distributor Association (DDA) Business Meet 2015 which happened on 14<sup>th</sup> & 15<sup>th</sup> August 2015 at Golden Bay Resorts, Kuvathur, Chennai. Trivitron used this opportunity to showcase key products for potential distributors of the region. Trivitron also showcased its corporate strengths & capabilities along with details of new products like ELISA Kits & 5-Part Analyzer to more than 70 distributors.





## ■ AMBITN 2015, CHENNAI

Trivitron Healthcare participated at the AMBITN 2015 which happened at the Tamil Nadu Super Specialty Hospital, Chennai. It was a 2 day event – 31st July and 1st August in which we had a stall. Trivitron displayed some of their key products like Labmate (Semi-Automatic Clinical Chemistry Analyzer), ClinReact Reagents (Liquid and Lyophilized reagents) & Fluorescence Reader from Biotek (NBS). Most of the visitors were doctors & interns from the field of Biochemistry from Govt. & Private hospitals like Vijaya Hospital (Vijaywada), ESI (Chennai), Apollo Hospitals (Chennai & Hyderabad), Stanley Medical College, KIMS (Chennai) etc. It was a successful 2-day event.



## ■ CME ON 'APPLICATIONS OF ANALYTICAL INSTRUMENTS IN CLINICAL DIAGNOSTICS', MUMBAI

Trivitron in collaboration with Agilent Technologies conducted a CME on 'Applications of Analytical Instruments in Clinical Diagnostics' at Hinduja Hospital, Mumbai on 4th July. This event was organized with the objective of promoting and highlighting the technological benefits of analytical instruments & Capillary Electrophoresis in Clinical Diagnosis. Trivitron is marketing analytical instruments like HPLC/FTIR/LC-MS, FTIR manufactured by Agilent and Capillary Electrophoresis products from Sebia in the Indian market. This event was attended by more than 70 key pathologists of the ACBI West Zone. This one day lecture series was one of the endeavors to establish brand Trivitron as an 'Analytical Solutions Provider'.



## ■ CME, PUNE

CME was conducted for members of Indian Association of Practicing Pathologists from Pune on the 12<sup>th</sup> of August. This event was attended by almost 50 members of IAPP.

Lectures were given on the benefits of 5-Part Hematology Analyzer and newly launched Mythic 22 5-Part Hematology Analyzer by Mr. Dhiren Trambadia (National Product Manager). Also Trivitron showcased their Mythic 22 5-Part analyzer along with Labmate and ClinReact Reagent kits.



## ■ MAPCON 2015, PUNE

Trivitron participated in MAPCON 2015 which was the 36<sup>th</sup> Annual Conference of Maharashtra Chapter of IAPM held at Smt. Kashibai Navale Medical College and General Hospital, Pune from 11<sup>th</sup> to 13<sup>th</sup> September 2015.

Trivitron's Diagnostics division was one of the sponsors for the event and had a stall to display key products like the newly launched Mythic 22 OT 5-Part Hematology Analyzer, Cellenium 19, Labmate – Semi-Automated Chemistry Analyzer along with reagent kits of both Lyophilized & Liquid chemistry. Our stall was visited by more than 100 visitors, including key Pathologists, Technicians, faculty members and students of institutes from the Maharashtra region.



**Dr. Sujay Prasad, Director,**  
Anand Diagnostic Laboratory

“ Anand Diagnostic Laboratory has been fortunate to have a lasting relationship with Trivitron Healthcare Pvt Ltd. The experience of working together towards better patient care has been delightful. The entire process of ordering, tracking, receiving and installation of critical equipment and reagents has been very professional. Communication and problem resolution is prompt and effective. We are confident that Trivitron will not only continue its sales and service activities professionally, it will also take it to the next level of efficiency to help us provide delightful patient care.



**Dr. Vijay S. Bhat**  
Consultant Biochemist, Manipal  
Hospital, Bengaluru.

“ Precision & Service is everything, in diagnostics. Trivitron as a company has both these features, as their diagnostic kits and analysers perform impeccably and to mention about their after sales service, they maintain excellent relationship with customers, which is reflected in the professionalism of their interactions.

Continuing our relations with Trivitron, the recent addition of analyser in our laboratory, has been the SEBIA Capillarys 2 and the MiniCap Electrophoresis system. We are fully satisfied with the performance of this system and after its addition, we would like to mention, that there has been more than two fold increase in the volume of tests requested, which actually speaks for itself.

## ■ CYTOCON 2015, DEHRADUN

Trivitron participated at the 45<sup>th</sup> Annual Conference of Indian Academy of Cytologists in collaboration with its partner Hologic by having a stall at this event. CYTOCON 2015 was held at Himalayan Institute of Medical Sciences, Dehradun from 19<sup>th</sup> to 22<sup>nd</sup> November 2015. In this conference, approximately 150 delegates participated which included professors, Doctors, PG students etc. Also this time paramedical staff participated in this conference.



## CUSTOMER TESTIMONIALS



**Dr. Ravi Gaur**  
MD Pathology  
Chief Operation Officer  
Oncquest laboratories Ltd  
New Delhi

“ Sebia's electrophoresis instrument, very user friendly and a complete walkaway automation covering all advanced complexities. It's an asset to any good pathology laboratory. The team is truly professional, very helpful & dedicated...!

Wonderful support team !!




## LAB DIAGNOSTICS



- Clinical Chemistry Analysers & Reagent kits
- Electrolyte Analysers
- Clinical Electrophoresis Systems & Reagent Kits
- Haematology Analysers & Reagents
- Urine 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
- ELISA Reader / Washer & Kits
- RAPID Diagnostic Test Kits
- Newborn Screening Systems & Kits
- Histopathology Systems & Consumables
- Immunology Analysers and Kits
- Chromatography & Mass Spectrometry







## LABSYSTEMS DIAGNOSTICS OY (Finland)

WHEN ACCURACY  
CANNOT BE  
COMPROMISED



2015 is yet another landmark in Labsystems Diagnostics history. After several years of slow development, this year has been a year of consolidation and some important milestones have been achieved. The first noticeable one has been on product development. Indeed, Labsystems Diagnostics adopted the Mass Spectrometry technology and applied it to its Newborn Screening Product line. The new product Neomass AAAC was not only launched, audited and certified this year, it also holds a unique international patent. More products will be developed on this technological platform and for various product segments during 2016. The other big noticeable milestone has been the expansion of our sales forces to cover more of Central Europe, Asia and Latin America. An international Sales Director will join us during 2016 and support the growth of the company, which is now above 2 digits figure. The organization has been realigned with the company strategy and Labsystems Diagnostics has a solid and highly qualified team to take it to the next level. Finally, supply chain and SAP processes are fully integrated, ensuring our customers better services along with exceptional quality products. We all look forward to make 2016 the year when the 10 million eur mark is crossed.

**DR. GERALDINE CARRARD,**  
CEO - Labsystems Diagnostics OY

## DIVISIONAL NEWS

### NEW LAUNCHES FROM LABSYSTEMS DIAGNOSTICS OY

- The position of Labsystems Diagnostics as the prominent player in Newborn Screening market was reaffirmed in several ways. The Finnish company has adopted the MS/MS technology and developed the new NeoMass AAAC kit for expanded Newborn Screening. This patented method allows analysis of 50 diseases, including urea cycle disorders, from one blood sample of the newborn.
- In Zurich Children Hospital, Switzerland, a new NeoMass AAAC instrument was already placed for research projects.
- Two new kits were launched in the range of the more traditional fluorescent and immunoassay products in the beginning of 2015: IRT test for the lung disease Cystic Fibrosis and Biotinidase test for vitamin biotin metabolism disorder.
- For the automatized use of the fluorescent and immuno assay neonatal products, the company has - together with a prominent instrument manufacturer - developed Neonatal Screening Automate NS2400. In the Automate over 2000 samples can be tested in one run. In 2015, new functions and modes of applications were tested for the NS2400 Automate and new installations were done to customers.
- Labsystems Diagnostics has won a tender of the Ministry of Health in Kuwait for Neonatal Screening Automate NS2400 and the screening tests for G6PD, TSH, Galactose, Biotinidase and PKU. In Mexico, under the Ministry of Health program, seven Neonatal Screening Automate NS2400 instruments have been installed, to be used for Neonatal tests for TSH, PKU, 17-OHP and Galactose.
- In the range of infectious disease tests, Labsystems Diagnostics has launched duplex qPCR tests for Chlamydia pneumoniae + Mycoplasma pneumoniae and Bordetella pertussis + B. parapertussis.
- The cardiac marker portfolio of the company will be complemented by the D-dimer test. This rapid Point-of-Care test can in 15 minutes detect deep vein thrombosis or pulmonary embolism. The test is in validation phase and will be launched in 2016.

## EVENTS AND CONFERENCES

### LDX CONVERGE 2015

LDx Converge 2015 was held between the 19<sup>th</sup> and 21<sup>st</sup> of December 2015 in Helsinki.

Labsystems Diagnostics is committed to bringing innovative high quality solutions to customers worldwide. Through LDx Converge events in Finland, Labsystems Diagnostics aims at sharing knowledge and information on new products with valued customers, business partners and sales team, letting them experience the Diagnostics world, first-hand.



### SSIEM 2015, FRANCE

The Society for the Study of Inborn Errors of Metabolism held its annual symposium in Lyon-France between the 1<sup>st</sup> and 4<sup>th</sup> of September 2015. Labsystems Diagnostics used this opportunity to launch its new kit, NeoMass AAAC, dedicated to Expanded Screening via quantitative determination of carnitine, acylcarnitine and amino acids concentrations in newborn dried blood spot specimens.

Labsystems Diagnostics' booth was visited by more than 35 potential users who displayed high interest in NeoMass AAAC. Team spirit and involvement of each Labsystems Diagnostics' department was the key to success of the NeoMass AAAC launch.





## ISNS 2015, MALAYSIA

ISNS (9<sup>th</sup> International Society for Neonatal Screening) was held between the 7<sup>th</sup> and 9<sup>th</sup> of December 2015 at the Parkroyal Hotel Penang, Malaysia. LabSystems Diagnostics participated in this mega event displaying Neonatal products and the new Neomass AAAC kit. LabSystems also conducted a dinner party on the 8<sup>th</sup> of Dec '15 at the restaurant Ferringhi Gardens, inviting customers/doctors and enlightening them on our new potential Neomass AAAC assays. Both the event and the party were successful.



## LABSYSTEMS DIAGNOSTICS PARTICIPATES IN FINLAND'S NATIONAL NURSE DAY 2015

A national event in Helsinki Finland, the Nurse Day was held during March 2015. Trivitron's LabSystems Diagnostics shared a booth along with the Finnish Celiac Association and showcased the Biocard Celiac Home test. The customers showed a huge interest towards the test, with many of them wanting to be tested for Celiac Disease.



## POINT-OF-CARE TESTING EVENT, HELSINKI, FINLAND

LabSystems Diagnostics Oy presented Biocard Celiac test in the Point-of-Care Testing Event on May 12, 2015 in Helsinki, Finland. Visitors were very interested to see how easily you can test celiac disease in 10 minutes from a simple fingertip blood sample. The accuracy of this test remains the same as that of Gastroscopy – and the procedure is much cheaper and much more convenient. This test can be bought from any pharmacy. A different version is available for lab professionals. Other POC products of the company were presented at the event as well.



## 25<sup>TH</sup> EUROPEAN CONGRESS OF CLINICAL MICROBIOLOGY AND INFECTIOUS DISEASES, DENMARK

It was a great pleasure and privilege to participate in the 25<sup>th</sup> European Congress of Clinical Microbiology and Infectious Diseases held from 25<sup>th</sup> to 28<sup>th</sup> April 2015 in Copenhagen, Denmark. The event witnessed nearly all the top leading medical companies across the world who are specialised in Infectious diseases and Clinical Microbiology. LabSystems Diagnostics participated in the event as an exhibitor and showcased all POC range of products and received an overwhelming response from visitors. Many of the key customers, partners and doctors visited our stall and showed interest in our products. Overall, ECCMID event was successful with a good amount of footfall and future prospects.



## MEDICA 2015, DUSSELDORF

Medica was held from 16<sup>th</sup> November 2015 to 19<sup>th</sup> November 2015 at the Messe Exhibition Centre in Dusseldorf, Germany. Medica 2015 showcases products from Medical & Pharmaceutical industry and is known to be the largest international medical show that presents advanced technology in wide range of healthcare.

LabSystems Diagnostics participated in this Mega Healthcare event at Stand no. #F44, Hall 3. At the event, we showcased our Newborn Screening Systems as well as Infectious diseases, Gastroenterology and Cardiac product lines.



## CUSTOMER TESTIMONIALS



**Manager Janos Pusztai**  
Cödimed Kft.  
Hungary

“ We are working with LabSystems Diagnostics' Biocard celiac tests since 2005. We do campaign screenings in kindergartens, the six-year-old children are coming to us, so we have to work fast, because we have to do 100-120 test in a morning in several locations. The children were sometimes a little bit scared of the capillary in the old kit. We have found that with the new plastic micropipette the blood goes easily into the pipette and the mark shows the right quantity. The children are not afraid of it and it saves time for us.

Concerning the Biocard celiac home test we have had very few complaints during the last 10 years, and with the test itself we never had issues.







**IMAGING AND RADIOLOGY**

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**SEEING IS BELIEVING**



Trivitron Healthcare Imaging division has been seeing phenomenal growth year on year. Trivitron Healthcare has been partnering for almost two decades with World leaders like Hitachi Aloka Medical in the Ultrasound Segment and Hologic Inc, USA for its Digital Mammography & Dexa Equipment.

Hitachi Aloka , the world leaders and innovators of Ultrasound system have added many new models to their already existing product range. Hitachi Aloka's latest launch in the current year has been the two models F37 & Arietta 60/70. The market has been overwhelmed by these new products that has helped us see a YOY growth of nearly 80%.

The F37 is simplicity enhanced in a compact and practical design. The F37 delivers outstanding images while maintaining comfort for the patient and the examiner. Smart and clear imaging combined with eFLOW and Auto Angle Correct makes this a reliable system for your work environment. F37 is a user-friendly diagnostic ultrasound system full of functional and ergonomic features. The F37's simple operational features provide an easy and smooth workflow. The necessary controls for routine examinations are intuitively laid out, with high priority on reducing the examiner's operation steps. Imaging features inherited from higher-class models provide a work environment for concentrated examinations.

...CNTD

**EVENTS AND CONFERENCES**

**IRIA 2015, KOLKATTA**

The IRIA 2015 was held at Kolkatta in December 2015. Being one of the major sponsors, Trivitron Healthcare had a stall at the event and received good response from the delegates. The event was a huge success.



**IRIA 2015, TRICHY**

The IRIA (TN & PY CHAPTER) 2015 in Trichy, held at Hotel SANGAM on 12th and 13th December was a very successful event. Over 250 delegates participated in the 2 day conference. One of the major sponsors, Trivitron Healthcare's stall was located in a prime place - the main conference venue. We displayed Hitachi Aloka Alpha 6 & F37 and got a good response from the delegates.



**ISNCON 2015, BANGALORE**

Trivitron and Nikkiso participated in the ISNCON 2015 (Indian Society of Nephrology), Which was held between the 17th and 20th of December 2015 at the Lalit Ashoka hotel, Bangalore. We displayed our Dialysis Machine and several potential customers/doctors visited our stall for live demo like Dr.

The Arietta 60/70 combines state-of-the-art features, unique probe designs, and a user-friendly interface into the definitive ultrasound solution for any clinical setting. Extraordinary high-resolution digital imaging with advanced imaging options like Real-time Tissue Elastography and Real-time Virtual Sonography. A broad selection of general-purpose and specialty probes. Comprehensive ergonomics for scanning comfort. Intuitive and efficient operation to meet increasing workloads.

Arietta 60/70 has been utilized to create high quality "sound" with clearly defined technologies combined to offer a diagnostic ultrasound system with unprecedented performance. Efforts have been focused on the development of each and every component that plays a part in enhancing the image quality: including transducer materials, the front-end, the back-end, as well as the display monitor.

The Aloka Trivitron products also saw sustained growth in its business YOY. Major contribution came in from its robust channel network that saw a 117% YOY growth.

The F31 Ultrasound, which was launched by ATMT last year has been seen as a block buster success YOY with nearly 80% growth . A compact system with outstanding performance, for a wide range of clinical applications.

F31 is developed with the purpose of providing what is necessary for natural and comfortable examinations. Broadband Harmonics (BbH), Adaptive Image Processing (AIP) and Spatial Compound Imaging (SCI) support imaging excellence. Various targets are displayed with outstanding sensitivity and resolution.

Digital Mammography from Hologic, USA was installed in Major hospitals across India, the major ones being Apollo Vizag and Narayani Hospital, Vellore .

Trivitron Healthcare is poised to see better growth year on year with its world class products , Robust channel network , Round the clock service Engineers to take care of customers needs, an efficient sales team across geographies and a supportive management.

**MR. BRAHADEESH MATHRUBHUTHAM**  
VICE PRESIDENT - IMAGING



Dinakar from MKD Madurai, Dr. R. Vijayakumar from Billroth, Chennai and many more. Mr. Ishimatsu San from Nikkiso was also present for the event, meeting our customers and demonstrating commitment to customers in India through Trivitron. Overall, it was a successful event.



## IRIA 2015, COCHIN

The Indian Radiological Association Annual conference was conducted from 29th Jan to 1st Feb 2015 at Hotel Le Meridian, Cochin. Inaugurated by Mr. Ummen Chandi, Hon Chief Minister of Kerala, the event had nearly 3000 leading radiologists in attendance, some of whom presented papers on Radiology. Trivitron participated as one of the major sponsors with a large stall, highlighting its array of Imaging / Radiology products.



## THE ULTRAFEST CONFERENCE 2015, MUMBAI

The ULTRAFEST Conference 2015 was held from 10th Jan to 12th April 2015 at Hotel Renaissance, Mumbai. The event witnessed nearly 1500 leading Ultrasound users across the country. All leading companies participated in the conference and showcased their range of products.

Trivitron participated in the ULTRAFEST 2015 as one of the major sponsors with a large stall. The Trivitron stall highlighted its premium Colour Dopplers from Hitachi Aloka-Arietta 60 and F37, drawing attention from a large number of radiologists & sonologists.



## IRIA 2015, JAIPUR

It was an annual state IRIA conference held on 12th and 13th September at Hotel Grand Uniara, near Teen Murti circle, JLN Marg, Jaipur. Approximately 350 delegates were registered from Government as well as private Radiology Sector and it was a highly successful conference for all the doctors and trade participants. We displayed the newly launched high-end Hitachi-Aloka color Doppler model, at our stall.

F-37 was demonstrated at this conference, first time for Rajasthan customers. We had participated as a TRIVITRON GROUP with KIRAN & IPI. Kiran's Product Sonogel was also displayed at our stall.

Overall, it was a very good success for our TRIVITRON Group of companies and also for our dealers like Asia Medcorp for Hitachi-Aloka Dopplers and Suraj Sons for Kiran& IPI.



## USCON 2015, MUMBAI

The USCON 2015, Ultrasound conference was conducted in the commercial capital of India, Mumbai. The Conference was held at the Taj Lands End from 2nd to 4th October. The Conference was attended by nearly thousand Sonologists from various parts of India. Trivitron participated in the USCON conference as a major sponsor and we exhibited our latest launch equipment F37 & Arietta 60. The Conference was attended by Mr. Fukushima san and Mr. Arul San from Hitachi Aloka

Medical. Mr. Ramesh, Mr. Brahadeesh, West Regional Managers, Application, Service engineers and our valued Channel Partners attended the conference on behalf of Trivitron.



## PATIALA CHAPTER OF FETAL MEDICINE

Trivitron participated in the Patiala chapter of Fetal Medicine held in Patiala on the 27th Sep 2015. The conference had clinical lectures given by National faculty members like Dr. Ashok Khurana, Dr. Nitin Chaubal, Dr. Deepak Bansal, etc. Almost 350 Radiologists and Gyn Practitioners from Punjab and Haryana were present. Trivitron Healthcare along with our Channel partners M/S Asia Medcorp sponsored and participated by having a stall which displayed our Premium product Hitachi Aloka F 37. We were also able to showcase our presence in the region and got a few good immediate prospects for closure.



## SOGOG 2015, DAMAN

Trivitron participated in the SOGOG 2015 conference which was organized by Navsari Gynec Society at Daman in Merasol Resort on 22nd & 23rd September 2015. Trivitron had displayed some Imaging instruments like Prosound 2 & F-31 colour Doppler. More than 200 gynecologists visited our stall, making it a successful event with good response from customers.

# CUSTOMER TESTIMONIALS

“ This is to inform that we are using Hitachi Aloka Color Doppler model ALPHA-6 for the past two years. The performance of the machine is good and after sales service provided by Trivitron Healthcare Pvt. Ltd. is satisfactory.

**Dr. Sanjay Khemuka**  
M.D. Radiology

“ It has been 6 years, since we started using Aloka Color Doppler ProSound i4. It has never let us down and the Trivitron team has always provided stellar service. We are very happy with this product.

**Dr. Manju S. Rathi**  
M.B.B.S., M.D. (Gyn & Obs)

“ We have been using Hitachi Aloka Color Doppler model SSDI i4 for the last two years. So far the performance has been unparalleled. Thank you Trivitron!

**Dr. Prathiba Baheti**  
M.B.B.S., M.D. (Obstetrician - Gynaecologist)

“ We are using Hitachi Aloka - ProSound Alpha 6 USG machine for past 2 years. The machine performance, image quality, color flow, B Mode resolution and user friendliness of the machine as well as the company service are good and satisfactory.

**DR. B. Sukanth D.M.R.D.,**  
Radiologist



# IMAGING



Whole Body DEXA



64 - ch/128 Slice Ct



Film Based Mammography



Radiation Protection Apparel

## PRODUCT PORTFOLIO



High-end Whole body Color Doppler System



Contrast Media



C-ARM Elite

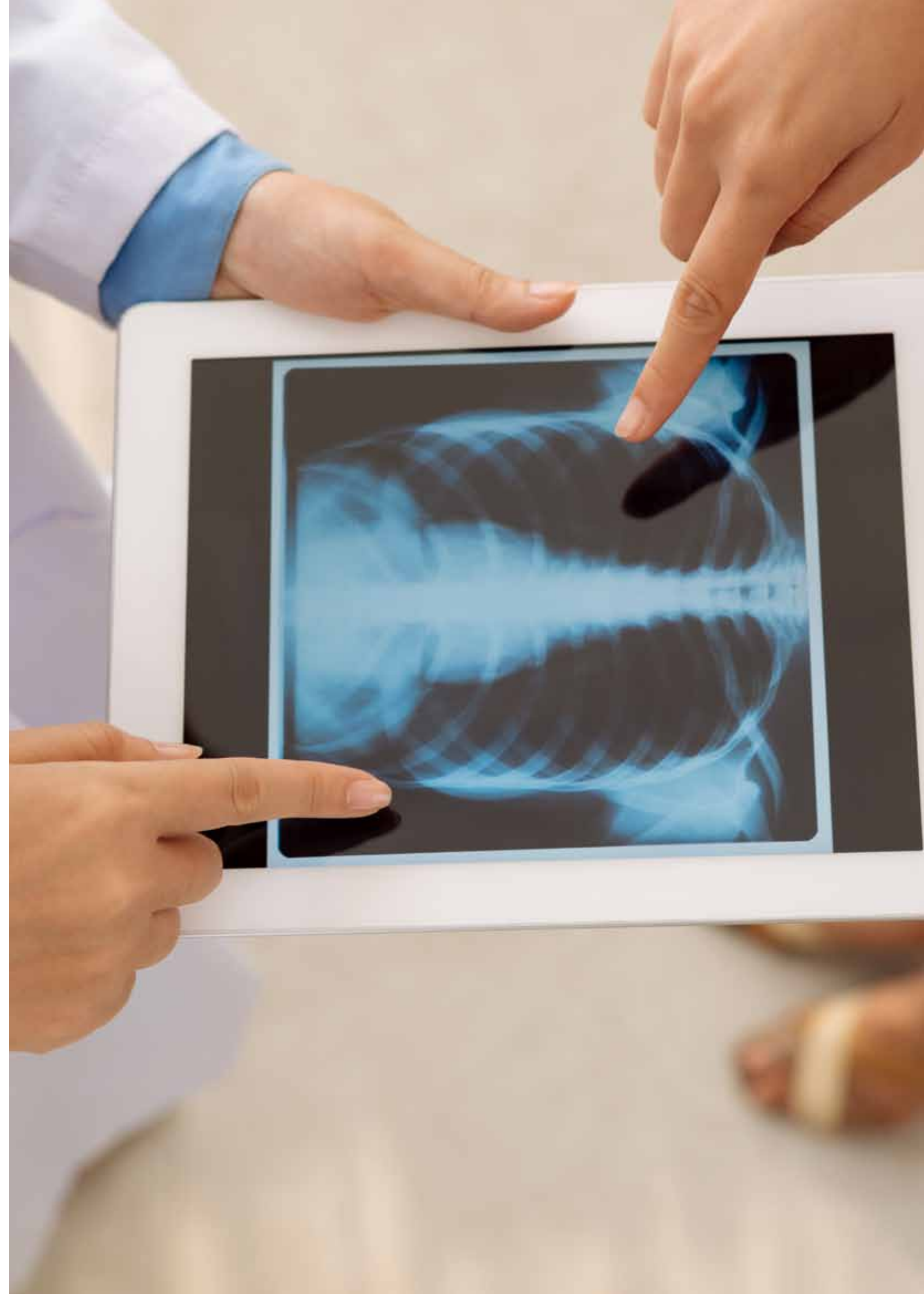


Digital Radiography System



Color Doppler System

- Colour Doppler & Ultrasound Scanners
- CT
- MRI
- X-ray Imaging Equipment & Accessories
- C-Arm Image Intensifier
- Bone Densitometers
- Mammography Equipment
- Image Management Solutions
- Radiation Protection Apparel
- Contrast Media
- CR
- DR





## KIRAN

### BRINGING LIFE TO LIGHT



2015 has been a year of business consolidation and product portfolio restructuring within Kiran. While Kiran continues to be the global leader in analogue X-ray accessories, and one of the top players globally in the field of radiation protection products; 2015 witnessed a phenomenal growth in the business of radiation protection gloves, radiation protection shields and anti-scatter grids. Kiran has become the partner for choice of leading X-ray equipment manufacturers in Europe, USA and India for anti-scatter grids and radiation protection companies in Europe and USA for OEM radiation protection gloves and shields. The manufacturing facilities of Kiran comply with the most stringent quality standards and are approved by US-FDA and PMDA Japan amongst others. 2015 has been a year of undivided focus on Research and Development that has led to the introduction of a state-of-the-art C-arm system, high density anti-scatter grids suitable for use in digital radiography systems and the world's thinnest radiation protection gloves - Cathlab Pro. While Kiran business encountered a significant challenge due to the worldwide de-growth of analogue X-ray accessories, efforts directed towards new business development from new products and new territories helped offset the de-growth to a large extent. In 2015, Kiran entered into a joint venture with a leading Italian X-ray component manufacturer IMD for manufacturing mono-blocks and inverters in India.

**MR. SATYAKI BANERJEE,**  
PRESIDENT

## DIVISIONAL NEWS

### KIRAN LAUNCHED CATHLAB PRO GLOVES

In 2015, Kiran introduced Cathlab Pro Radiation Protection Gloves, for use during interventional procedures. Cathlab Pro Gloves are extremely thin with excellent tactile sensitivity and grip especially at the tips for convenient and accurate handling of guide wires.

- Single wall thickness – 250 µ
- Attenuation – Min 41 %
- Lead Equivalence – 0.020



### KIRAN LAUNCHED HI-LINE GRIDS FOR DIGITAL RADIOGRAPHY SYSTEMS

Kiran introduced a comprehensive range of high density and ultra-high density anti-scatter grids for use with a wide range of CR cassettes and flat panel detectors. Kiran grids use Lead as the absorbing material and Aluminium as the inter-spacer. The grids are offered in Aluminium as well as Carbon Fiber protective casing.



### KIRAN LAUNCHED SONOGEL GLOBALLY

Kiran introduced its advanced formulation Ultrasound Gel – Sonogel globally, in 2015. The gel, specially formulated to allow transmission of a broad range of frequencies is non-irritating, slow-drying and non-staining.



### QUALITY COMMITMENT

Kiran continues with its legacy of maintaining extremely high quality standards and during the year 2015, Kiran's manufacturing facilities were audited and re-certified by US-FDA and PMDA Japan. Kiran successfully faced product specific audits conducted by SGS-UK as well as audits conducted by two MNC customers from Germany and Netherlands.

### RESEARCH AND DEVELOPMENT

Kiran is poised to become a research driven holistic radiology company offering a wide portfolio of products ranging from equipment at one end of the spectrum to components, accessories and radiation protection products at the other. The pre-launch of Kiran C-arm systems at Arab Healthcare 2016 marks the division's entry into equipment. Kiran is actively engaged in R&D and the pipeline includes a digital mammography system with tomosynthesis functionality and a mobile DR system.



## EVENTS AND CONFERENCES

### CIRSE 2015, LISBON, PORTUGAL

Kiran participated in the CIRSE 2015 event from 26<sup>th</sup> – 30<sup>th</sup> September 2015. The Kiran booth at the Radiation Protection Pavilion was one of the centers of attraction at the event. The Cathlab Pro gloves along with the completely redesigned range of interventional radiation protection aprons were formally launched during this event and the response from interventional radiologists participating in the event was overwhelming.



### RSNA 2015, CHICAGO, USA

RSNA 2015 (Radiology Society of North America) was held from 29<sup>th</sup> of November to 4<sup>th</sup> of December 2015. Kiran participated in this mega event displaying its range of radiation protection products and radiology accessories. Kiran formally introduced its range of high-density grids and dental aprons with integrated thyroid shields during this event. The Kiran booth acted as a convergence point for eminent radiologists from India and across the world. The event was a great venue to explore potential avenues for expanding the scope of collaboration that Kiran shares with leading radiology companies in USA and Latin America.



### TRAUMACON 2015, MUMBAI, INDIA

Traumacon is a prestigious conference by Trauma & Orthopedic Surgeons, held in Mumbai between the 13<sup>th</sup> and 16<sup>th</sup> of August. Kiran and Trivitron participated in this conference and used it as a platform to launch the HF-1000 C-arm System in India, while showcasing the entire range of Kiran radiation protection products and radiology accessories. More than 300 eminent doctors visited the Kiran booth.



### IOACON 2015, JAIPUR, INDIA

Kiran and Trivitron participated in Annual Conference of Indian Orthopedic Association (IOACON-2015) which was held from 9 – 14 December 2015. The company showcased the HF-1000 C-Arm System and Kiran branded radiation protection and accessory range. More than 200 eminent doctors visited the Kiran booth.



## CUSTOMER TESTIMONIALS



**Sufil Babu**  
Administrative Officer  
Almas Hospital

“ I have been associated with Kiran brand from 1997 and have used all their products till date. I had recently purchased their Zero Lead aprons and these aprons are extremely light weight and are best in the market. I am equally satisfied with the sales & services provided by Kiran and the distributors.



**Dr.K. Ramachandran**  
Prof & HOD,  
Division of Imageology

“ I, Dr. K. Ramachandran have been using Kiran Radiation protection products since the very beginning of my practice. We feel safe with Kiran aprons and Kiran is the most preferred apparel brand in India.

I have been associated with Kiran brand from 1990 and have used all their product till date. I had recently purchased their Zero Lead aprons and these aprons are extremely light weight and are best in the market.

I am a user of Kiran Ultralite aprons for the past two years and I am extremely satisfied with its performance. I am very satisfied with the after sales services provided by Kiran and their distributors.

Kiran is the most trusted name in Radiology and I have used their products for one decade. I am happy with the quality and services of Kiran product.

“ We would like to inform you that we are the exclusive distributor of Kiran medical system for 4 years in turkey, and we are quite satisfied with quality and service of the products and the company.

**Olgun MediKal Insaat Ve Ticaret Ltd. Sti.**  
Turkey

“ Our experience in working as a distributor for the company Kiran is a very positive one.

The whole team at Kiran is very responsive and courteous and we consider Kiran as being a reliable and extremely professional partner.

**Elaine Fennell**  
Chef Produits  
ABS Bolton Medical, France

“ Kiran is the most trusted name in Radiology products and I have used their products for one decade. I am happy with the quality and services of Kiran products.

**K. K. Saxena**  
Chairman Radiology  
Sri Ganga Ram Hospital

“ I have been using Kiran Radiation Protection Products since the very beginning of my practice. We feel safe with Kiran aprons and Kiran is the most preferred apparel brand in India.

I have been associated with Kiran brand from 1990 and have used all their products till date. I had recently purchased their Zero aprons and these aprons are extremely light weight and are the best in the market.

**Dr. Santhosh. K. R.**  
Chief Interventional cardiologist  
PRS Hospital Pvt. Ltd.



# KIRAN

Radiation Protection Apparel



Radiation Protection Gloves



CT Eye Shield



Anti Scatter Grids



## PRODUCT PORTFOLIO

C-Arm Infinity



C-Arm Elite



Cassettes & Screens



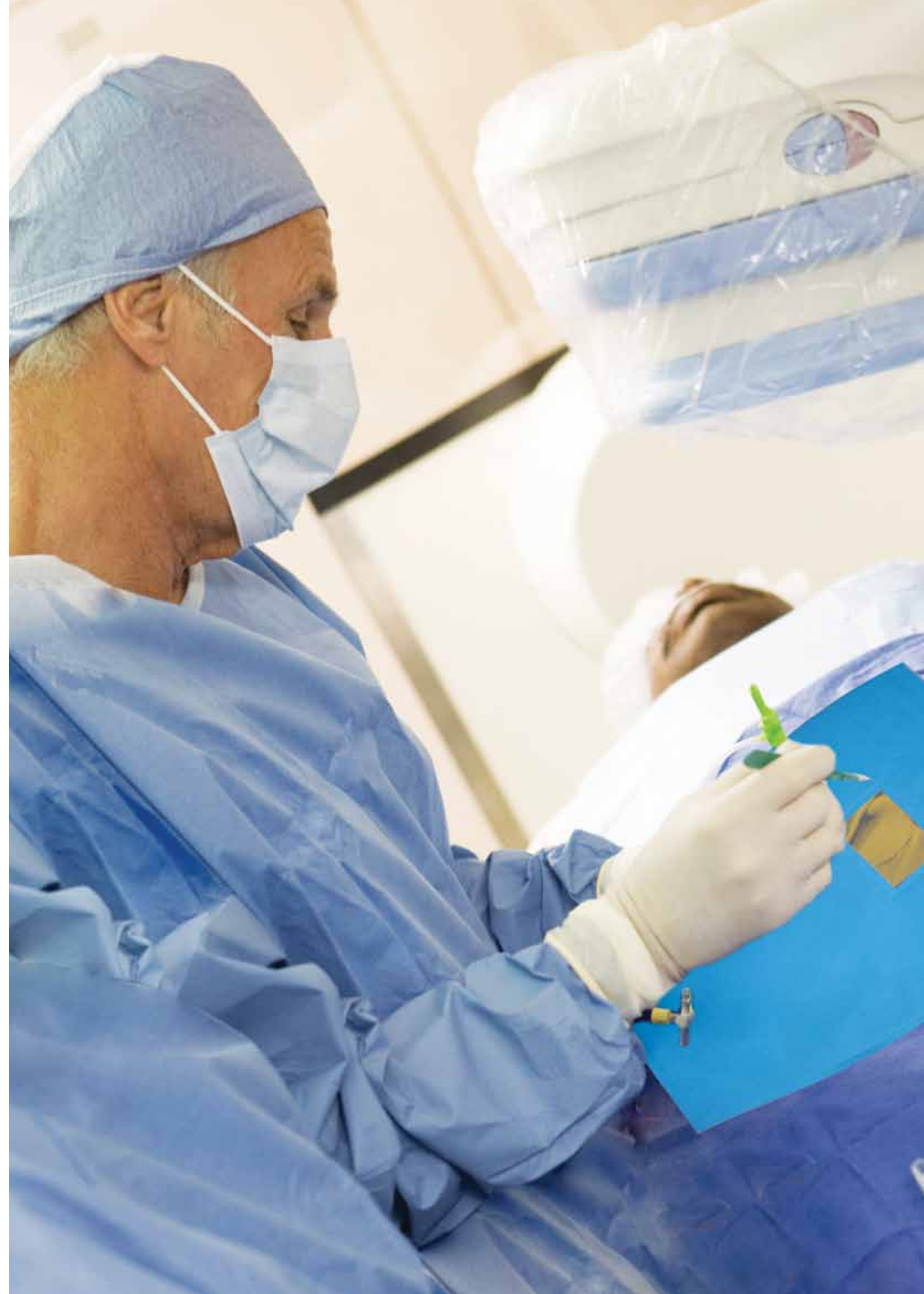
Sonogel



Storage Systems



- Radiation Protection Apparel
- Radiation Protection Gloves
- Radiation Shields
- Anti-Scatter Grids
- C-arm Infinity
- C-arm Elite
- Sonogel
- Cassettes & Screens







## CLSS

WHEN SECONDS  
COME FIRST...



2015 has been an interesting year for ICU and OR business in Triviron as ICU and OR product portfolio saw a consolidation phase from products and operations stand point. To approach the market better ICU and OR has augmented the critical care portfolio by adding newer models of Monitors, Syringe pumps and Ventilators which enabled us to approach the hospitals with complete product portfolio. ICU and OR enjoyed many wins by leveraging the current dealer network which also helped in improving reach and created more leads for the CLSS product portfolio. ICU and OR division is poised as one of the growth drivers for Triviron as we are well poised to improve our reach through extensive dealer channel and strong focus on project, where we can leverage the complete product portfolio and existing relationship with accounts to improve market presence.

**MR. PERIYANAYAGAM PONNAMBALAVANAN,**  
GROUP COO

## DIVISIONAL NEWS

### RENAL CARE

#### HEMO DIALYSIS MACHINES FOR DAVITA

Triviron won a prestigious project to supply 3 cr Hemo Dialysis Machines to DaVita. DaVita Kidney Care is a leading provider of dialysis services in the United States that treats patients with chronic kidney failure and end stage renal disease. DaVita already uses 50 m/c of Nikkiso, maintained by Triviron. Triviron attained this project because of arduous customer support.

#### PRESTIGIOUS PROJECT FOR DCDC

DCDC has been using 50 m/c of Nikkiso maintained by Triviron, for a while now. Recently, Triviron won a CLSS project to supply 117 mc to DCDC for their MP Government PPP tender.

#### JAPAN VISIT

Triviron Healthcare Chairman & Managing Director - Dr. G.S.K. Velu, visited Nikkiso in Japan. The MD met Suita San, Member of Board of Directors, Nikkiso Japan and Ishimatsu san, Manager, International Business, Nikkiso.



### OR SOLUTIONS

#### MANIPAL MANGALORE PROJECT

Triviron is all set to build 7 OT complexes at Manipal Mangalore. This is in succession to completing the 4 Cardiac OTs at Manipal Bangalore.



#### ASTER MEDICITY BANGALORE PROJECT

Following the huge success of DM Kochi, where Triviron built 11 OT complexes, Aster Medicity Bangalore has commissioned Triviron to build 5 OT complexes.

#### REPEAT ASSIGNMENTS

Fostering excellent relationships with existing clientele, Triviron continues to tread the path of success. As a result Triviron consistently receives repeat assignments from key customers.



# CRITICAL CARE & LIFE SUPPORT SOLUTIONS



Portable ICU Ventilator



Operation Theater



I BEAT 12 Grand



Ophthal Lasik

## PRODUCT PORTFOLIO



Hemodialysis Machine



Multi - Parameter Patient Monitor



Ventilation Systems



Ventilator Systems



Mobile Pendant - Mob 180

- 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 / Neonatal Ventilators
- Modular OT
- Surgical / ICU Pendant
- OT Lights & Tables





## STAR TRIVITRON

### CONNECTING HEALTHCARE & TECHNOLOGY



Amidst many socio-economic political challenges and fierce competition, Star Trivitron keeps racing ahead not only by providing its existing clients with high uptime and customer satisfaction levels through consistent investment on after-sales services but also by introducing new products and solutions with additional business lines in all the 3 segments - Consumables, Diagnostics and Imaging segments as a part of its constant diversification.

Market leadership in UAE with supply and installation of 10 Digital X-ray Retrofit installations from AGFA Healthcare, in addition to 5 Full Room and Mobile Digital X-ray installations, repeated success with supply of Chemistry Analyzers at Aster DM group from Thermo Scientific. Successful breakthrough of existing and new Hand Sanitizer product lines from GOJO has earned the Headlines for Star Trivitron.

Star Trivitron is covering the MENA region for distributing world class products manufactured by Trivitron Healthcare in India and overseas through its distributor network. Star Trivitron has hoisted its flag with recent success in Kuwait for the world class NS2400 Newborn Screening system from Labsystems with multiple parameters as a part of Kuwait screening program in the region. It has positioned Kiran as the most preferred supplier for the superior Zero Lead Aprons and other Radiation protection apparel in UAE & Gulf region.

**MR. SATHISH SANKARLINGAM,  
GENERAL MANAGER**

## DIVISIONAL NEWS

### IMPORTANT BREAKTHROUGHS

- First regional NBS system from Labsystems under supply and installation in Kuwait
- Entry into corporate Hospital segment in UAE with Zero Lead aprons from Kiran, India
- Entry into UAE Veterinary segment with IMPAX Agility PACS solutions from Agfa, Belgium
- Breakthrough at Ambulance Care of Dubai Health Authority with contract for supply of Hand sanitizers from GOJO, USA
- Breakthrough at Aster group of hospitals, UAE with multiple Chemistry Analyzers from Thermo Scientific, USA
- Achieved the first Agfa Mobile DR installation in a mobile truck for screening in remote areas within UAE
- Entry into semi-government sector with Chemistry Analyzer from Thermo Scientific in DOPA, Abu Dhabi
- Supply and installation of First floor mounted AGFA DR400 digital X-ray system at Ittihad Medical Center, Ajman

### NEW PRODUCT LAUNCHES

- R&F unit in private and customized X-ray Screening unit in government - UAE from Italray, Italy
- Minipacs for small imaging centers with Medsynaptics, India
- Centrifuges from Gyrozen, Korea
- Special veterinary Immunoassay kits from De Meditec, Germany
- LTX range of hand sanitizing solutions, surgical scrub and wipes from GOJO, USA
- Introduced CHISON portable and mobile Ultrasounds in Radiology, OB/Gyn and Veterinary Imaging segments within UAE

## EVENTS AND CONFERENCES

### STAR TRIVITRON'S ONE DAY SEMINAR ON INFECTION CONTROL

Star Trivitron in conjunction with Dubai Health Authority organized a one-day seminar on Infection Control. More than 100 delegates from the Infection Control department of various hospitals all over Dubai attended this seminar, where Trivitron displayed the new GOJO infection control product range.

The topics spoken at the seminar were related to the importance of hand hygiene by nurses and clinicians before and after interaction with every patient to minimize contamination and infection with each patient and between patients. Star Trivitron is clearly the leader in United Arab Emirates in Hospital Hand Sanitizer segment, with installations in almost 90% of the hospitals and clinics all over UAE.



### AFRICA HEALTH 2015, GALLAGHER CONVENTION CENTRE, JOHANNESBURG



Africa Health is Africa's signature event related to Healthcare where Trivitron and its potential local partner Virocare left a foot print (stall 3F17) for the first time. Held from 5<sup>th</sup> to 7<sup>th</sup> May



2015 the exhibition attracted more than 500 exhibitors and 3000 attendees. It also included 12 CME events and dedicated areas for new clinical / technical recruitments with various healthcare institutions.

Trivitron / Viocare exchanged product information with various private and public healthcare authorities from provinces within S Africa and places across the globe. Apart from other Trivitron products, Newborn Screening solutions, POC range and surgical lead gloves drew a lot of interest.

## CME PROGRAM FOR INFECTION CONTROL PERSONNEL, ABU DHABI

Star Trivitron and GOJO, USA supported a 2-day CME program for Infection Control personnel from various hospitals in Abu Dhabi, Al Ain and Western Region at Millennium Corniche Hotel- Abu Dhabi in connection with the event of "Prevention and Control of Infection Workshop 2015" patronized by Shaikh Khalifa Medical Center from 20<sup>th</sup> to 21<sup>st</sup> May, 2015.

110 staffs participated from both SKMC and HAAD in total, while 18 of them participated as speakers.



## TRIVITRON PARTICIPATES IN THE CME SERIES, SHARJAH

Star Trivitron participated in the Continuing Medical Education (CME) Series, which was organized by Dr. Sunny Medical Centre Group at Sharjah in Holiday International Hotel on 9<sup>th</sup> October 2015.

The CME topic was "Emergencies in Daily Clinical Practices", covering Gyn/OB, Cardiology, ENT, Pediatrics, and Ortho. More than 100 Medical professionals were involved with the majority being gynecologists. The event received good response from customers, thus making it a successful one.



## HAND HYGIENE DAY CELEBRATION, DUBAI

A one day event, celebrating Hand Hygiene Day was conducted by Prevention and Control of Infection Unit at the Al Baraha Hospital, Ministry of Health, Dubai on the 27<sup>th</sup> of May 2015. It was supported by Star Trivitron & Gojo Industries Inc. The right and most appropriate hand washing techniques were demonstrated to the patients and all the staffs in the Hospital.



## STAR TRIVITRON / AGFA HOLDS A SEMINAR ON "LATEST UPDATE IN VETERINARY IMAGING"



Agfa invited Dr Alessandro Centiano, leading veterinarian in Italy and an experienced user of Agfa products to present a clinical session that demonstrated excellent image quality at

lower dose on Veterinary CR and portable Equine DR solutions and MUSICA software platforms. While more than 25 veterinary specialists attended the session, ST utilized the opportunity to introduce the VET ultrasound products and exchanged information on Diagnostic products from De Meditech, Boule and Consumable products from Gojo Purell to add more value to the event.

## CUSTOMER TESTIMONIALS



**Dr. Gagan Wahi**  
Sp. Radiologist - Mediclinic (Clinics)

“ It has been a pleasure working on the AGFA DR System from STAR TRIVITRON. Reporting X-rays has grossly enhanced because of the best image quality achieved with less Radiation Dose by DX-D40C DR system.

Also, here your backup team in Star Trivitron, Dubai deserve praise for the Service support. It has been quick and excellent.

I strongly recommend installations of DR system of Agfa in UAE.



**Dr. Iftikhar H. Mir**  
HOD & Chief Radiologist of Radiology Dept  
Dr. Riyaz Medical Centre, Sharjah

“ I have been associated with Agfa Healthcare & Star Trivitron since 2007 and recently upgraded the CR system to DR system. The performances of both systems are excellent. We are extremely satisfied with the professional after-sale support from ST.



**Dr. Amr El Far**  
Head of Radiology - Advanced Cure Diagnostic Centre, Abu Dhabi, UAE

“ My practice has been dealing with Star Trivitron for a few years now. The latest project we were involved together in was equipping my X-ray machine with a Retrofit solution. It was a pleasure as always, as the team is very professional and reliable and always ready to help sort out potential issues. The most valuable quality of the team is the professionalism and friendliness – they always have a solution and an idea of how to make things as smooth and stress free as possible. This, combined with appropriate pricing, an excellent company ethos and an outstanding warranty and maintenance service, makes Star Trivitron a valuable and trustworthy long-term business partner to every practice. The image quality is vastly superior to traditional film radiology. I would wholeheartedly and strongly recommend them.

Note: Star Trivitron has installed and commissioned the AGFA Digital X-ray Retrofit solution Model DXD - 40C at the above centre.



**Dr. Sameera R Assadi**  
Dr. Sunny Specialty Medical Centre, Sharjah

“ My experience with Star Trivitron pertaining to after sales service has been very good. It has been a pleasure working with the Trivitron team. They have been very attentive and responsive to all queries and needs.





## APOLLO WHITE DENTAL

CREATING SMILES

The year 2015 started on a high note for Apollo White Dental with over 75 centres across 18 cities in the country. The year 2015 has been no less, or should we say it's been quite a year for Apollo White Dental! From maintaining the highest standards of practice, launching new products, introducing merchandising dental products, inaugurating educational wing, reaming active on social media, to winning laurels throughout the year, Apollo White Dental has had a good year!

More than 1 lakh patients have taken up services from Apollo White Dental's centres across India. With over 500 skilled and compassionate dentists to cater to patient needs, AWD has launched several new products this year. 'Celebrity Smile' also known as instant veneers was launched at a high end fashion event in 2015. Other products like Dental Vibe, tooth bats which are innovations in the field of dentistry have also been introduced at Apollo White Dental. Not stopping with technology, Apollo White Dental has also forayed into the merchandising business by making products from Colgate, Sensodyne and other such, available in their clinics.

The activities and buzz that Apollo White Dental has been creating amongst the public had been on a high in 2015. The successful execution of "Apollo White Dental Malocclusion Campaign" enabled AWD to reach out to students in school and emphasise on preventive and interceptive dental care. Over 750 camps have been conducted across India reaching out to over 80000 people. Apollo White Dental has signed corporate empanelment with top companies like Mahindra & Mahindra, L&T, HCL Technologies, TCS etc.

On the Social Media platform, AWD has been active and engaging in Facebook, Twitter, Quora, YouTube and so on. There have been several interesting activities like contests and live chats. The website has been given a new facelift with several new tabs included. It has been made more user friendly by adding additional forms for appointments and enquiry. More than 9000 patients have reached us through our website and social media sites to avail our services. When it comes to Public Relations, AWD has gained media attention in several top news papers like The Hindu, Economicstimes Online etc. Authored articles by our specialists have featured in magazines like B Positive, Medgate etc. We have also had blogs written about Apollo White Dental Spa.

The year 2015 also saw Apollo White Dental set its foot in the education sector. AWD has tied up with Medvarsity, the educational wing of Apollo Hospitals to offer a six months program on Cosmetic Dentistry. AWD also launched a course on Microscopic Periodontal Surgery. This course is being offered to post graduates in Periodontics. AWD has also come up with a first of its kind course to train Chair Side Assistants. Having a pool of enthusiastic dentists with a zeal for teaching, AWD is likely to come up with many more such courses in the coming months.

Being in the service industry, AWD has always encouraged learning newer technologies and keeps the team on toes with its training sessions. Several training programs have been conducted on Swizz based Nobel Biocare, Tekscan and German Based K Line Products. Certified Training sessions for Chairside assistants, team building activities have all been a part of the training module in the company that has paved way for the growth of the company.

With everything in place, it's justified that Apollo White Dental bagged several awards in 2015. Apollo White Dental won the following awards in 2015 :

- ABP news Healthcare Leadership Award for Corporate Dental Chain of the year
- CIMS Healthcare Excellence Awards 2015 – Best Hospital Unit in Dental Care
- Leadership Award in Healthcare Sector – The Greatest Corporate Leaders of India 2015
- South Asia E Health Summit Award 2015 – Excellence in Dental Care
- Praxis Media – National Dental Achievers 2015
- IIMTC 2015 – Best Dental Clinic
- National Dental Achievers 2015 – Excellence in Corporate Dentistry in India
- National Healthcare Achievers 2015 – Best Corporate Dental Chain



Apollo White Dental had a fantastic finish in December, 2015 pocketing three awards - Best Dental Website, Best Clinics Interiors, Best Specialist Dentist - at the prestigious FAMDENT Awards.

Apollo White Dental looks forward to a great journey in 2016 and hopes to take dentistry to new heights!

## APOLLO DIALYSIS

Apollo Dialysis Private Limited (Apollo) is a JV company promoted by two healthcare giants of Asia, Apollo Hospitals Enterprise Ltd. and Trivitron Healthcare, operating Dialysis clinics in the name of "Apollo Dialysis Clinic" with the vision of bringing dialysis treatment nearer to the patients, offering convenience with Apollo Care.

The company is promoted with the vision of extending dialysis treatment in places convenient to the patients, stepping in to their convenient location and extending quality care to the Rental patients; Apollo has set up state of the art Dialysis Centers across the country with high standards of protocols and treatment outcomes. Apollo Dialysis clinics have also joined hands with government agencies under Public Private Partnership (PPP Model). The Company has also set up PPPs (Public Private Partnerships) in association with Government of India (CGHS Delhi) and Uttaranchal Government (Apollo Dialysis Clinic in Coronation Hospital, Dehradun), and is moving ahead aggressively on this front.

### Existing Business Models

PPP Model – In agreement with CGHS, New Delhi | PPP Model – Uttarakhand Government | Satellite Clinic - Khadhar Nawaz Khan Road , Chennai | Satellite Clinic – PH Road, Chennai | Hospital Implant – Vanagaram Apollo Hospitals





## HUMAN RESOURCE

BETTER PEOPLE.  
BETTER PROCESS.



In retrospect, 2015 has been a rather eventful year for the Human Resource Department in Trivitron. From Learning & Development programs to various HR initiatives, HR Department has been occupied with engaging Trivitronians across the globe. An Employee Satisfaction Survey was conducted to understand how satisfied and engaged Trivitronians are; the survey has helped a lot in reviewing and analyzing current internal processes and in implementing appropriate strategies and plans for employee involvement & engagement. Based on the ESS results, various engagement & development programs were initiated like the Ocean Clubs, PIP etc.

On the L&D front, position based Functional Matrix was prepared and implemented for all Divisions. It is a useful tool to identify the strength for cross-functional aspects and maintain control over the manpower and assign resources according to functional requirements.

Training program on Goal Settings & Stay Positive has been launched. The program was a need identified during OD interventions, and other HR engagement programs like Run for Health, Spandan, etc.

I'm sure 2016 is going to be yet another year of opportunities. Keep up the team spirit Trivitronians!

**MS. CHANDRA GANJOO**  
EXECUTIVE DIRECTOR & GROUP CPO

## HR INITIATIVES – 2015

### RUN FOR HEALTH

4th of April dawned with a promise of Good Health to all Trivitronians who enthusiastically participated in the 'Mini Marathon 5 km run' across all the regions. Employees along with their family members extended their solidarity towards World Health Day and participated in big numbers. The Mini Marathon had successfully awakened health awareness among all Trivitronians. The benefits of a simple yet great cardio workout such as Walking / Jogging, which does not require any investment but comes with a whole lot of benefits, are etched in their memory. We selected a winner and runner-up from each region and prizes were distributed to them.



### SPANDAN 2015



It's true – Behind every successful man, there's always a woman who's been instrumental towards his success.

In today's parlance, behind every successful employee there's always his spouse / family who provides constant support and motivation. In order to celebrate this great union of Love and Support, Trivitron celebrated SPANDAN on the 22nd of April 2015. At the sprawling lush green lawns of VGP Resorts Chennai, each proud Trivitronian along with his prized possession a.k.a his family had assembled for a day. Each participant had a whale of a time with fun-filled events, great

food and refreshments and not to forget the great prizes for winners from various events. An interesting fact to note - the event organisers were all Trivitronians who had meticulously planned each event to make this event an unforgettable one.

### EMPLOYEE SATISFACTION SURVEY

"Satisfaction lies in the effort, not in the attainment; full effort is full victory – Mahatma Gandhi"

On these lines, the HR department conducted an Employee Satisfaction Survey for Trivitron Group of Companies to understand the needs of the employees better. The survey results have thrown light on the head and tail winds for various HR processes that are in practice. Based on the results, HR department has introduced strategic interventions such as the Oceans Club which aims at grooming the employee in a holistic manner instead of the usual productivity enhancing programmes.

### LEARNING & DEVELOPMENT

Learning never stops... It's just paused for a while when we are asleep – Anonymous.

For a successful programme delivery, it begins with a pin point capture of the need. Towards this, a Functional Training Matrix was developed for all the departments considering the current manpower allocations. To refine the process, Psychometric Training Needs capturing methods are scheduled to be introduced in the coming months to map the employee's Held Competencies versus the Required Competencies of the organization. The emerging gaps would become the Training Need of the respective individual, which would later get molded into a Training Programme. Apart from these, separate employee Motivational Programmes would be launched as part of Oceans Club activities specifically targeted towards enhancing the employee morale.

### AWARDS

- ASIA'S DREAM EMPLOYER AWARD
- TRIVITRON WINS BEST TALENT MANAGEMENT AWARD



## MAKING INDIGENOUS & TRANSCENDENT RELATIONS (MITR)



Imagine a world in which children are free from poverty, live in happiness and have open access to adequate education. Imagine a world where children, even those born in disadvantaged parts of the world can be physically, mentally and emotionally healthy, for the road ahead.

Well, Trivitron's CSR project under MITR is working to make this world a reality...

As we all know, we have adopted Children's of St. Thomas School at Uthandi in Tamil Nadu, India with a mission to empower and educate its young individuals.

Keeping the same motive intact multiple activities have been organised/ conducted during the year. The highlights of the year were...

### FOUNDERS DAY

On the occasion of celebrating 18 years of excellence, health check-up and eye check-up camps were organised with a vision of 'Healthy Today and Better Tomorrow', along with the contribution to the School's Knowledge Bank i.e. School Library followed by cultural events and Lunch. In the end Training on Management Lessons and Motivational Sessions were organised by Trivitron Officials.



### RELIEF CAMP

The deep depression over the Bay of Bengal brought heavy and continuous rain falls in the south Indian state of Tamil Nadu, India. The state has battled with one of the worst floods in the history. Several districts submerged and left a trail of destruction. More than 2500 villages were badly affected and 60 percent of the capital city Chennai went under water, and same was the situation of the families of the students from St. Thomas School, the school adopted by Trivitron Healthcare Private Limited.

A relief camp under MITR was organised by the Trivitron CSR team and rehabilitation support provided to the affected families of the students along with food, groceries, blankets, medicines, books and any other kind of support needed. Damaged building portions of the school and houses are also being taken care of and a series of rehab sessions have been organised with the help of experts, focusing on educating them regarding epidemics, post the disaster and keeping them calm. The objective of this initiative was to make them self sufficient once again.





## AWARDS AND ACCOLADES

### HALL OF PRIDE

#### 5TH MT INDIA HEALTHCARE AWARD FOR BEST HEALTHCARE MANUFACTURING COMPANY OF THE YEAR

On 21st March 2015, Trivitron was awarded the 5th MT India Healthcare Award for achieving the Best Healthcare Manufacturing Company of the Year at the inauguration function of Medical Fair India 2015 held in Pragati Maidan, New Delhi.



Minister for micro, small and medium enterprises Mr. Kalraj Mishra. Trivitron's mission to innovate and provide medical technology products, services and affordable/accessible healthcare solutions was much appreciated.



#### ASIA'S DREAM EMPLOYER AWARD

Trivitron received an award for "Asian HR Leadership" under the 'Asia's Dream Employer Award' category. The ceremony was organized by World HRD Congress on October 6, 2015 at Dubai. The main objective of ceremony is to recognize the achievements made by the selected high profile corporate business leaders and the companies in Asia and honour them for their contributions towards the country's post-recession economic development.



#### BEST TALENT MANAGEMENT AWARD

Trivitron Healthcare Pvt. Ltd., India's biggest medical technology company was presented with Award for Best Talent Management Organisation by "ABP New" under the category of HR & Leadership Awards. The main objective of ceremony is to celebrate leading Organisations and HR Practitioners in their drive for impactful human capital strategies and leading organisational HR Practices. The awards ceremony took place in Taj Lands End, Mumbai.



#### MAKE IN INDIA AWARD

Trivitron Healthcare was conferred with "Make in India Awards for Excellence" in the medical device manufacturing category. This awards ceremony was organized by Crazy Mantra IT Pvt. Ltd. at Mahatma Mandir, Gandhi Nagar, Gujarat on August 18th, 2015. The award was given by the Honorable Union





# NEWS WALL

## HOT OFF THE PRESS



### QA GSK VENU, Founder and Managing Director of Triviron

## 'We will go public once we are \$1 billion firm'

Triviron, a top player in the diagnostic medical device sector, is set to go public once it reaches a \$1 billion valuation, says GSK Venu, founder and managing director of the company. Venu, who has been in the industry for over 20 years, says the company has a strong track record and is looking for a public listing to fund its growth. He mentions that the company has a strong R&D pipeline and is focused on developing innovative products. Venu also talks about the challenges of being a founder in a competitive market and the importance of having a clear vision and strategy. He concludes by saying that the company is confident about its future and is looking forward to going public.

Triviron Business Standard, January 2015

### Vincent Hilsda, Director, Sales and Marketing, Diagnostics of Triviron Healthcare

Hilsda discusses the current state of the Indian medical device sector, noting that it is one of the largest and fastest growing markets in the world. He highlights the rising income levels and growing healthcare awareness as key drivers of growth. Hilsda also mentions the challenges of high regulatory costs and the need for innovative products to stand out in a competitive market. He concludes by saying that the company is committed to providing high-quality diagnostic solutions to its customers.

Diagnosics products especially high-end instruments and analyzers are mostly imported in India which leads to higher cost for the pathology labs and hospitals and ultimately high testing cost for patients.

India being a highly price sensitive market and low regulators, this high cost of equipment leads to smaller diagnostic labs to opt for cheaper options which might not give reliable results to end customers. Hence the quality of diagnosis becomes questionable especially in smaller labs and small towns.

Only 30 percent cost of the INR70,000 crore worth domestic medical devices market is served by local manufacturers who mostly operate in the low-price, high-volume medical devices segment.

"Large MNC's can take the advantage of low cost of manufacturing and use India as the manufacturing hub."

Healthcare Executive

## First world's medical device rejects flood Indian markets

### Lack of regulatory & quality checks helps exporters, local makers suffer

The article discusses the challenges faced by first-world medical device manufacturers in the Indian market. It highlights the lack of stringent regulatory and quality checks, which allows foreign exporters to flood the market with substandard products. This has led to a significant loss of market share for local manufacturers. The article also mentions the need for better government support and regulatory reforms to protect the interests of local makers and ensure the quality of medical devices available in the country.

## Triviron forms joint venture with Italy's IMD

The article reports on the formation of a joint venture between Triviron and Italy's IMD. The partnership is aimed at expanding Triviron's global reach and enhancing its product portfolio. The joint venture is expected to bring in advanced technology and expertise from IMD, which is a leader in medical device manufacturing. This move is seen as a strategic step towards making Triviron a more competitive player in the international market.

Financial Chronicle, February 2015

## Time of India, March 2015

## Triviron to set up two plants near Chennai

The article announces that Triviron plans to set up two new manufacturing plants near Chennai. One plant will be dedicated to screening and reagents, while the other will focus on electro magnetic image and lab equipment. This expansion is part of the company's strategy to increase its production capacity and serve its growing customer base more effectively.

Medical equipment company Triviron Healthcare is setting up plants — one each for screening and reagents and another for electro magnetic image and lab equipment at its Medical Tech Park — near Chennai. The company now has eight functional factories, spread across Chennai, Mumbai, Pune and Helsinki (Finland).

Financial Express, May 2015

## Triviron, FICCI hosts interactive session with Estonia Ambassador

The article reports on an interactive session organized by Triviron and FICCI with the Estonian Ambassador. The session was held to discuss the opportunities for Indian medical device manufacturers in the Estonian market. The ambassador highlighted the strong ties between India and Estonia and the potential for collaboration in the healthcare sector. Triviron representatives shared insights into the Indian market and the company's growth strategy.

Trinity mirror, April 2015

## Triviron, FICCI hosts interactive session with Estonia Ambassador

A photograph showing GSK Venu, founder and managing director of Triviron, speaking at an event. He is wearing a dark suit and a patterned tie, and is gesturing with his hands as he addresses the audience. The background features a banner with the Triviron logo and the text "The best returns always come from businesses that we see ourselves growing".

Outlook Business, November 2015

## Medical devices: the struggle to thrive in India

The article explores the challenges faced by medical device manufacturers in the Indian market. It discusses the high regulatory costs, the need for innovative products, and the intense competition from both local and foreign players. The article also highlights the importance of government support and regulatory reforms in creating a conducive environment for the growth of the medical device industry in India.

The Hindu, January 2015

## Trader to manufacturer

### A trader in medical devices till recently, Triviron now moves to making healthcare equipment

The article profiles GSK Venu, founder and managing director of Triviron, as a "trader to manufacturer". It details his journey from being a trader in medical devices to founding Triviron and moving into manufacturing healthcare equipment. Venu's story is a testament to his vision and leadership in the Indian medical device industry. The article also discusses the company's growth and its commitment to providing high-quality diagnostic solutions to its customers.

Business India, December 2015

## For a brighter tomorrow

### Neonatal screening is a concept that is least heard about, but it can save a person and the family from all hassles that come with the detection of a fatal condition later on in life

The advertisement promotes the NeoMass AAAC kit for newborn screening. It emphasizes the importance of early detection of metabolic disorders to prevent complications and improve the quality of life for affected children. The kit is described as a simple, accurate, and cost-effective solution for newborn screening. The advertisement also includes a testimonial from a parent who benefited from the kit's early detection capabilities.

Hansindia, December 2015

The Hindu, December 2015



## CUSTOMER SUPPORT



- 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
- 25% of the profits 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 using SAP platform.
- 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 issues - +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 1500 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.

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