

Annual Magazine

# SMILES

2017



**08** ADDING BOME AS TRIVITRON'S GLOBAL SUBSIDIARY

**14** LABSYSTEMS IVD FACTORY INAUGURATED BY OUR HONORABLE PM MODI

**76** Dr. G.S.K. VELU APPOINTED HONORARY CONSUL OF THE REPUBLIC OF ESTONIA IN CHENNAI

**WE SPEAK YOUR LANGUAGE OF CARE**



# CHAIRMAN'S DESK

**Dear Customers & Associates,**

**A Very Happy & Healthy New Year 2017 to you all.**

The Year 2016 was another eventful year in Trivitron with numerous milestone achievements and we are entering into our 20<sup>th</sup> year of establishment with a lot of pride and satisfaction.

Inauguration of the Labsystems IVD Factory Chennai by The Honourable Prime Minister of India, Mr. Narendra Modi & The Prime Minister of Finland, Mr. Juha Sipila on 13<sup>th</sup> February 2016 is a prestigious milestone achievement for Trivitron Group. This is yet

again an acknowledgement of Trivitron being one of the largest Medical technology companies of Indian origin acts and as a big encouragement to create a more innovative product portfolios under our own R&D and manufacturing initiatives.

To highlight the other major accomplishments of the year passed by, Bome Turkey becoming our own Subsidiary, Launch of Kiran Branded Imaging Equipment, Launch of Labsystems Branded Diagnostics Kits from India Factory, Trivitron being showcased as the Best Indian Medical

Devices company by CNBC & several other publications and Trivitron bagging the Medical Equipment Company of the Year Award by ASSOCHAM Medcon 2016.

We have progressed substantially in the R&D and Manufacturing verticals with 9 Functional factories to create a comprehensive product line to our customers. As an organization we are committed to our core philosophies of Fastest Response Time and Highest Product Life Cycle Value with "Customer Reach & Relationship". In resonance of the same, Trivitron has started the New Trivitron Product Show to reach our valuable customers in Tier 2 & Tier 3 cities across India and other regions through which our customers can have hands-on experience on our range of products.

In 2017, Trivitron Group will be focused on further expansion of our Product Portfolio. The Radiology Range of Product Portfolio under Kiran Brand will have X-Ray Radiology Room Solutions, Computer Radiography, Digital Radiography, Film & Printing solutions, etc. Under the In-Vitro Diagnostic space we will continue to add new range of products under Point of Care Tests, Infectious disease, Molecular Diagnostics, etc., from the manufacturing facilities in India, Finland & Turkey.

This year will be a defining the 20<sup>th</sup> year Journey for us and we want to make that a very special year with a continuous belief in "Expansion of Customer Reach & Relationship" and become a clear leader in the Indian medical technology industry.

Once again, thank you for your continued support and for the confidence that you have placed in us. I would like to assure you that we will not take this confidence for granted. At Trivitron, we work as one team with a common purpose – to provide best-in-class products & services to our customers. Our philosophy has always centred on our belief that customers should be treated in a fair and balanced manner. Thus, we endeavour to make Fair Dealing - a core practice in everything we do – from the way we conduct our business and interact with customers for the products and services we offer.

You can reach me for any feedback on our product or services at [gvelu@trivitron.com](mailto:gvelu@trivitron.com) or [corporate@trivitron.com](mailto:corporate@trivitron.com)

Regards,

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

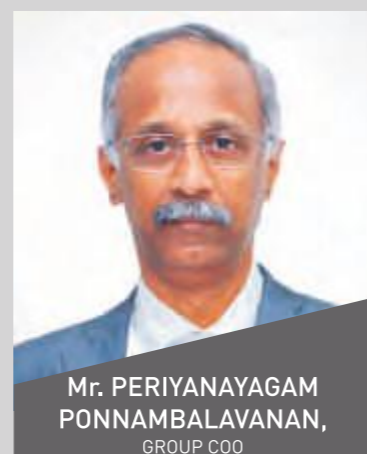
# GLOBAL LEADERSHIP TEAM



Mr. PARTHA SARATHI DE,  
EXECUTIVE DIRECTOR & GROUP CFO



Ms. CHANDRA GANJOO,  
EXECUTIVE DIRECTOR & GROUP CPO



Mr. PERIYANAYAGAM  
PONNAMBALAVANAN,  
GROUP COO



Mr. Z. N. BENAISSA,  
GROUP CHIEF MARKETING AND  
STRATEGY OFFICER



Dr. P. SIVA KUMAR,  
CEO - THPL



Mr. SATYAKI BANERJEE,  
PRESIDENT - KIRAN MEDICAL SYSTEMS



Dr. GERALDINE CARRARD,  
CEO - LABSYSTEMS DIAGNOSTICS OY

# INDEX

CORPORATE DESK.....	06-13
LAB DIAGNOSTICS (India).....	18-27
LABSYSTEMS DIAGNOSTICS OY (Finland).....	28-35
IMAGING AND RADIOLOGY.....	36-45
KIRAN.....	46-53
CLSS.....	54-59
STAR TRIVITRON.....	60-63
BOME.....	64-65
APOLLO WHITE DENTAL & APOLLO DIALYSIS.....	66-69
HUMAN RESOURCE.....	70-73
CSR.....	74-75
AWARDS AND ACCOLADES.....	76-77
NEWS WALL.....	78-79
CUSTOMER SUPPORT.....	80-81



## TRIVITRON PATENTS NEOMASS AAAC KIT FOR NEWBORN SCREENING TO DETECT 50 INBORN DISORDERS

Financial Express, 10th January 2016



Trivitron Healthcare has launched the NeoMass AAAC Kit (CE Approved) for expanded panel of newborn screening in India. This is the first kit in the global market that can detect up to 50 disorders that a newborn baby might be born with or without any immediate symptoms or visible manifestations, making it the broadest available panel of biomarkers. The launch of NeoMass AAAC Kit makes Trivitron a complete solution provider for NBS with modular systems, automated systems and kits for core panel screening and Tandem MS/ MS and NeoMass AAAC kit for expanded panel screening. Dr. Ralph Fingerhut, Director Swiss Newborn Screening Laboratory University Children's Hospital, Zurich and Nitin Sawant, Sr. VP,

Trivitron Healthcare announced the launch of NeoMass AAAC Kit patented by Trivitron in India and shared insights about Newborn Screening, its causes, global and Indian scenario, importance, facts and figures etc.

## TRIVITRON GROUP TO FOCUS ON ASIAN MARKETS FOR NEWBORN SCREENING PRODUCTS

Business Standard, 17th February 2016



City-based medical devices Trivitron Healthcare will look at domestic as well as Asian markets for its newborn screening products, said a top group official.

The group will also come out with a point of birth screening product so that the newborns are not troubled much, its founder and managing director G.S.K. Velu told IANS.

"The central and the state governments are now realising the importance of having a healthy future for India by screening the newborns for any ailments and take corrective actions before it becomes a lifelong problem," he said.

During the Make in India conference in Mumbai, Indian Prime Minister Narendra Modi and his Finnish counterpart Juha Sipila jointly declared open the new LabSystems Diagnostics IVD (in vitro diagnostic device) factory - an Indo-Finnish joint collaboration - on February 13.



## TRIVITRON AT DECODING BUSINESS GROWTH, CNBC

Dr. GSK Velu participated in CNBC-TV18's 'Decoding Business Growth' and shared the success story of Trivitron Healthcare. The program provided a detailed insight on how Trivitron transformed as a global medical technology company. The program was telecasted on 26 June and gained appreciations all over.

Watch the video: [www.youtube.com/TrivitronHealthcare](http://www.youtube.com/TrivitronHealthcare)

## NEW PE FUND ON THE ANVIL FOR HEALTHCARE, FINANCIAL SERVICES SECTORS

Business Standard, 17th February 2016



A \$150 million private equity (PE) fund focussed on healthcare and financial services sector will soon be launched as the process of getting the professionals on-board is on, said a top investor.

"The \$150 million PE fund is in the process of being launched. There will be foreign investors as well while I will be the anchor investor," said G.S.K. Velu, founder and managing director of Trivitron Healthcare, said on Wednesday.

The city-based over Rs.700 crore Trivitron Healthcare group is primarily into the manufacture of medical equipments-on its own or in joint venture with a foreign company.

According to Velu, talks are on with the foreign investors and an announcement will be made by the fund's managing partner.

## ARAB HEALTH 2016

Trivitron took part in the Middle East region's largest healthcare exhibition and medical congress - Arab Health 2016. The event took place from January 25<sup>th</sup> to 28<sup>th</sup> at Dubai International Convention & Exhibition Centre, UAE. On the opening day, Kiran, the Radiology division of Trivitron Healthcare, unveiled the state-of-the-art Infinity C-Arm & Elite C-Arm devices. Apart from that Labsystems Diagnostics, a Trivitron Enterprise launched patented NeoMass AAAC Kit (CE Approved) for expanded newborn screening. The event elevated the brand presence of Trivitron by earning several appreciations from prominent personalities. Overall, the event was a grand success with a large number of visitors and prospects.



## ADDING BOME AS TRIVITRON'S GLOBAL SUBSIDIARY

Economic Times, 11th June, 2016



NEW DELHI: Medical technology firm Trivitron Healthcare has acquired 60 per cent stake in Turkish firm Bome Sanayi Urunleri Dis Tic Ltd Sti for 5 million euros (around Rs 37 crore).

The remaining 40 per cent stake of in-vitro diagnostic (IVD) device manufacturing firm will be held by the promoters, Trivitron Healthcare said in a statement.

With this acquisition, Trivitron will have direct access to the Turkish, Middle Eastern, African, South and South East Asian Markets.

Through this acquisition, Trivitron will acquire Bome's expertise on running low-cost new born screening programmes in public-private partnership mode, he added.

Trivitron will now have access to produce IVD diagnostics kits using Finnish and Turkish techniques in Finland, Turkey and India, Velu said.

## IN CONVERSATION: EXPORTS OUR PRIMARY FOCUS

Financial Chronicle, 18th Nov 2016

Trivitron Healthcare was founded in 1997 by GSK Velu, a first generation entrepreneur who built a company on the premise of delivering cost-effective medical technology solutions and services to the under-served. Through successful inorganic synergies with local and global companies, Trivitron boasts of a turnover of over Rs 700 crore and is the largest medical technology company, manufacturing products in India and exporting to over 165 countries. Though the company today has nine factories in five locations spread across geographies, Velu feels the domestic scenario is still not conducive for manufacturing medical equipment to be sold in the domestic market due to duty structures that seem to favour trading more than manufacturing.



## HOW TRIVITRON PLANS TO TAKE ON MNCS IN MULTIPLE SEGMENTS OF MEDICAL DEVICES

The Hindu - Business Line, 23rd December 2016



If ambition is the path to success, GSK Velu, CMD of Trivitron Healthcare, is set to take the company soaring. The simple and courteous Velu, in a conversation with BusinessLine, talks about why the company, which has made an impressive turnaround from an almost 100 per cent trading company as late as 2010 to a big medical devices manufacturer today, is focusing on more than two birds at a time.

### Excerpts:

**Trivitron has been making aggressive acquisitions globally. What are the changes that have taken place in the recent past?**

For the past five years, our focus has been on changing from trading to manufacturing. And that has happened more or less. We have nine factories in five locations — Chennai, Mumbai, Pune, Helsinki and Ankara. A lot of investments have gone in. We were a 100 per cent trading company in 2010 and today, 85 per cent of our profits and more than two-thirds of our revenues come from manufacturing.

But, of course, we left certain large trading businesses, such as Boston Scientific and Fresenius, many of which we built in India. So, we lost a lot of trading revenues and converted all of that into manufacturing. We could have had both, but somewhere we had to focus on becoming a manufacturing company.

## MAKE MED EQUIPMENT LOCALLY TO CURB HEALTHCARE EXPENSES

Times of India: Dec 21, 2016,



Close to 80% of medical equipment used in hospitals is imported, say doctors. This invites an import duty of 2.5% and heavy maintenance charges which run into lakhs of rupees, adding to the cost of treatment. There is an urgent need for medical equipment to be manufactured in India, they say.

According to GSK Velu, convenor of FICCI's healthcare panel, the medical equipment industry is a 40,000 crore industry. "However, hardly 5,000 crore of equipment is bought from Indian companies. Even simple equipment like glucometers, ECG machines, x-ray machines, MRI machines and angiomachines are imported," he said.

## PROJECTING COIMBATORE AS THE FAVORED HEALTHCARE DESTINATION IN TN

TANCARE (Tamil Nadu Healthcare) is FICCI Tamil Nadu State Council's flagship event, organized for the first time in Coimbatore to project the city as the "Favored Healthcare Destination in Tamil Nadu". The event witnessed participation from policy makers, regulators, healthcare experts.



Speaking on the occasion, Dr Velu, Convener FICCI TNSC Healthcare Panel & Founder and MD, Trivitron Healthcare said, "Coimbatore city's health care sector has the potential to see its annual turnover zoom to Rs. 5,000 crore from the current level of around Rs. 750 crore in two or three years through support from the government."

## MEDICAL DEVICES INDUSTRY PINS HOPES ON REGULATORY BODY, IMPORT DUTY CUT

The Hindu: Feb 23, 2016,



As the medical equipment industry in India is dependent on imports, manufacturers hope that the Budget would encourage indigenous production by bringing in a dedicated regulatory body and reducing customs duty on raw materials.

GSK Velu, Chairman and Managing Director, Trivitron Group of Companies, a manufacturer of medical equipment, said Indian medical devices industry, which accounts for about ₹40,000 crore, is 80 per cent import dependent. Until recently, there was no differentiation between manufacturers and distributors of medical devices as the import duty levied was the same.

Velu said, "reducing the duty on raw materials to 2.5 per cent and increasing the import duty on finished goods will encourage indigenous production."



# TRIVITRON PRODUCT EXHIBITION

## PUNE

Trivitron Healthcare organized its very own, one of a kind product exhibition at the Pride Hotel, Pune on 19th November. Our wide range of healthcare products and solutions were displayed and demonstrated to the visitors who were Doctors and Lab Technicians from various departments.



This event helped them to know more about Trivitron's wide range of products and also the latest innovations in the field of medical technology. Surprise packages and various offers were also offered to the visitors on the spot! The whole event received a great response from the visitors and we look forward to arranging more exhibitions in the future.

## RAIPUR

Following the immense response to our Product Exhibition in Pune, it was time for Raipur to witness the same on 26<sup>th</sup> November. This event helped the visitors who were Doctors and Lab Technicians from various departments to know about our wide range of products and also the latest innovations in the field of medical technology. In line with the Pune event, here also we offered surprise packages and various offers on the spot. We are now looking forward to arrange more such exhibitions in the near future.



## KOLKATA

It is well-known that Trivitron Healthcare is now conducting Product Exhibitions across India. On 17<sup>th</sup> December, the same happened at The Pride Hotel located in Rajarhat, Kolkata. Various leading Doctors, Lab Technicians, Students and other healthcare professionals were the visitors of this Product Show. It was an enriching experience for everyone and they learned more about our product range and the innovations in the healthcare industry. We assured that there will be more such exhibitions in the near future.



## PATNA

On 24th December, it was time for Patna to gear up for our Product Exhibition. At the Hotel Pataliputra Ashok, our range of products was displayed and demonstrated to various healthcare professionals such as Doctors, Lab-technicians, and other associates. It was a knowledge gathering session for the visitors and at the same time, it was the ideal platform for us to demonstrate our capability. Overall, the exhibition was a successful one with an active participation of a large number of visitors.



# HISTORICAL MOMENT FOR MAKE IN INDIA & TRIVITRON



The Honorable Prime Minister of India, Shri. Narendra Modi and Prime Minister of Finland, Mr. Juha Sipilä inaugurated LabSystems Diagnostics' IVD factory on 13th February 2016. It is a fine example of Indo-Finnish Joint collaboration with a state-of-the-art facility at Triviron Medical Technology Park.



# MANUFACTURING FACILITIES



Biosystems & Trivitron joint venture facility located at TMTP manufactures & exports wide range of Biochemistry reagents.



CE certified Trivitron facility manufactures and exports Operating Room products like Ultraclean Modular OT, Pendants, Bed Head Units, etc.



CE certified manufacturing facility exports products like ECG Machines, ICU Ventilators, Patient Monitors and Defibrillators.



CE / JGMP certified ATMT manufactures and exports over 1000 Ultrasound Machines every year.



CE / US FDA certified Kiran Medical Systems at Mumbai Facility manufactures and exports Radiology accessories, components & Radiation Protection Products.



Labsystems Diagnostics facility in Finland manufactures and exports CE certified Newborn Screening and Diagnostics kits for Gastro, Cardiac Panel and Infectious Diseases.



CE Certified manufacturing facility in Chennai inaugurated by the Honorable Prime Minister of India, Shri. Narendra Modi and Prime Minister of Finland, Mr. Juha Sipilä manufactures and exports a wide range of IVD products.



AERB approved manufacturing facility at Kiran Mumbai & Pune manufactures and exports imaging products like X-Ray, C-Arm & Mammography to various countries.



Bome Sanayi Urunleri Dis Tic A.S. at Turkey for research and development on newborn screening tests, hematology solutions, clinical reagents and Quality Control Materials.

With 9 manufacturing facilities, Trivitron is now an indisputable partner in the emerging healthcare industry producing a wide range of equipment, laboratory reagents, diagnostic kits and even protective apparel for radiology departments in hospitals across the globe.

# LAB DIAGNOSTICS, INDIA



**MR. NITIN JAYRAM SAWANT,  
SR. VICE PRESIDENT**



Year 2016 was a significant year for the Diagnostics division. There were many achievements and also a few tasks which were not accomplished. As per our plans to provide the latest technologies and instruments at affordable prices, Reagents developed by our R&D team and manufactured by our new fully operative IVD Factory were launched. New instrument model with upgraded features were launched. Eminent speakers were brought to India for scientific symposiums to update our customers on latest developments.

The major achievement of this year was installations of LCMS at major customer sites for NBS and Immunosuppressant assays.

Following are our new & own manufacturing products in our profile.

- LCMS Immunosuppressant Kit : ISMass
- Nucleic Acid Extraction Kits : NATSure
- Quality Control Sera : QCSure.

We are sure that these products will bring down the cost for disease detection and management and will help patients. Our Quality Control Sera will give confidence to the Pathologists on precision and accuracy of reports generated from instruments.

Following new instrument models were launched.

- Indiko : Fully Automated Clinical Chemistry Analyser
- VP1 : Fully Automated Tissue Processor

This year, Diagnostic division continues to bring awareness about diseases and new developments in disease management with focus on NBS and HbA1c & Diabetes. A series of Scientific Symposiums were organized in major Metro cities in which the following Eminent speakers presented the latest developments and updates on global scenario.

- **Dr. Ralph Fingerhut**, Director – Swiss Newborn Screening Laboratory University Children's Hospital & Research Centre, Zurich
- **Dr. James R Bonham**, Director- Division of Pharmacy, Diagnostics & Genetics, Sheffield Children's NHS Foundation Trust, UK
- **Dr. David Sacks**, *Chairman of NGSP and Member of IFCC Committee*
- **Dr. Garry John**, *Chairman of IFCC Committee*

These symposiums were attended by many Doctors, who thanked us for bringing these speakers to India.

To showcase a complete product profile, Triviron Product Exhibitions were organized at non-metro cities in which all the major products of all divisions were demonstrated by technical experts. These shows were attended by many customers to see and feel the products.

A separate team for government tender business was formed which is fully operational and is participating in many tenders and getting orders. Sales and Service teams were reorganized for more efficient after-sales support for our customers.

Like the last 16 years, our valued customers have supported us a lot, which builds our confidence in assuring them that we are indeed "speaking your language".



# DIVISIONAL NEWS



## BRINGING AUTOMATION AND MICROBIOLOGY CLOSER

Trivitron, in association with Thermo Scientific launches the Versatrek 96 - a convenient small scale automated microbial culture and sensitivity testing with 96-bottle capacity to meet the small volume demands of the customers. Versatrek 96 offers the convenience of minimal culture bottle inventory with the power of mycobacterial culture and sensitivity testing with whole blood, sterile body fluids samples.

## TRIVITRON ULTRA-MODERN IVD MANUFACTURING PLANT BRINGS INDIGENOUS NATsure MOLECULAR EXTRACTION KITS

Introducing NATsure extraction test kits providing the powerful, convenient extraction of DNA, RNA for clinical specimens using the spin column methods. This product offers high yield of DNA/ RNA extraction with purity for your molecular downstream applications. This product is offered in convenient pack sizes of 50, 100 and 250 tests.



## NEWS ON HbA1c

High-end automation and modular platforms ensure better TAT

The use of automation and robotics has become pervasive in clinical laboratories. Laboratories face unrelenting pressure to produce faster turnaround times (TAT) and reduce errors to improve patient care.

Mr. Dhiren Trambadia, Deputy General Manager, Lab Diagnostics wrote an article on 'Automation in Laboratory' in Healthcare Radius - a leading monthly magazine for healthcare professionals.

## FIRST TIME IN INDIA: TRIVITRON LAUNCHED THE INDIGENOUS ISMASS IMMUNOSUPPRESSANT KITS IN LC-MS/MS

Proud to introduce the first Indian licensed manufacturer for quantitative estimation of Immunosuppressant drugs by LC-MS/MS methods for Cyclospoin, Everolimus, Tarcolimus and Sirolimus. They are offered in convenient pack size of 480 and 960 tests suitable for any LC-MS/MS systems.

## THE LAUNCH OF Histo-Tek VP1 in APCON 2016

Trivitron and Sakura Finetek jointly launched Histo-Tek VP1 during the APCON 2016, 65<sup>th</sup> Annual Conference of IAPM and Annual Conference of IAP-ID organized by the Department of Pathology, SMS Medical College & Jaipur Association of Pathologists from 1<sup>st</sup> -4<sup>th</sup> December 2016 at B. M. Birla Auditorium, Jaipur.

Dr. Jayaram from Anand Diagnostic Laboratory who is the proud user of our Xpress 50 had the honour of unveiling the Histo-Tek VP1 on 02<sup>nd</sup> December 2016 in the exhibition area in front of key pathologists and other exhibitors. It is our pleasure to introduce the new version of "Tissue Processor exclusively designed for Indian market. With a prime focus on the customer, listening to their issues and challenges, and finally meeting those challenges with this new launch, the new product offers tissue safety and reliability with an unmatched quality and functionality.



# EVENTS AND CONFERENCES

## NEWBORN SCREENING EVENT

Trivitron Diagnostics division successfully conducted the Symposiums on 'New Born Screening: Protecting the Next Generation' which was held in 2 cities – Bangalore (19<sup>th</sup> Feb '16<sup>th</sup>) and Chennai (20<sup>th</sup> Feb '16<sup>th</sup>). These symposiums aimed at creating awareness about the concept of New Born Screening amongst key stakeholders – Gynaecologists, Paediatricians & Laboratorians. LabSystems NeoMass kits for LCMS were also launched during these events in the Indian market. Our Guest Speaker was Dr. James R Bonham from the UK, who is currently the Director – Division of Pharmacy, Diagnostics & Genetics – Sheffield Children's NHS Foundation Trust. He presented the importance of NBS, global scenario, and technologies used for ELISA Basic assays and advanced assays on LCMS. The seminars were attended by the lab heads who are currently doing NBS or planning to start NBS along with Gynaecologists, Paediatricians.



## HbA1c SYMPOSIUM - MUMBAI/CHENNAI/DELHI

Trivitron Healthcare in collaboration with its partner Sebia, conducted a series of Symposiums across all the three metro cities of India – Mumbai, Chennai & Delhi, in the month of November. In these symposiums, the focus was on "Updates on HbA1c Measurements". It was attended by more than 250 key Pathologists, Biochemists, and Endocrinologists from top hospitals & institutes. They showed an active interest in our products and symposium. This event was highly successful as it created awareness and curiosity among the customers about the next generation technology - Capillary Electrophoresis manufactured by Sebia, France.

## CME AT TARKARLI, MAHARASHTRA

The Lab Diagnostics team collaborated with the local channel partner through joint sponsorship and had a booth at the Technicians meet & CME at Tarkarli, Maharashtra on 24 & 25 January. Almost 400-500 technicians attended this event from Kolhapur, Sangali, Kokan & Goa regions. A Sales team from Maharashtra was present at this event and displayed our instruments like Cellenium Jr and Labmate to potential customers of this region.



## IABS 2016: TRIVITRON DIAGNOSTICS BUSINESS PARTICIPATED IN THE RECENTLY HELD 5TH ANNUAL CONFERENCE OF INDIA

Academy of Biomedical Sciences at IHC, New Delhi. This event took place between the 26<sup>th</sup> and 28<sup>th</sup> of February 2016 and was organized by Medanta Hospital. The IABS conference was a platform for clinicians and scientists working in the field of Biomedical Sciences to exchange experience and knowledge. Internationally recognized experts were present to discuss technological advances, clinical applications, process of accreditation socioeconomic aspects of Biomedical Sciences. Trivitron had a booth to meet potential customers and showcase the wide product portfolio of diagnostics to the delegates attending this event from various parts of the country. Agilent's LCMS equipment displayed at our booth was a major attraction.

## TRIVITRON HEALTHCARE IN ASSOCIATION WITH SEBIA HOSTS SYMPOSIUM ON HBA1C MEASUREMENT

Economic Times, 16<sup>th</sup> Nov 2016

New Delhi, November 16, 2016 – Trivitron Healthcare, in association with Sebia, hosted a symposium on the updates of HbA1c measurement to highlight the relevance of the topic. Today, HbA1c is one of the latest diagnostic diabetes tools most nations have started adopting as a supplement to the existing blood glucose test.

HbA1c is the glycated haemoglobin which develops when haemoglobin, a protein within red blood cells that carries oxygen throughout the body, joins with glucose in the blood, becoming 'glycated'. HbA1c is measured primarily to identify the three-month average plasma glucose concentration. By measuring glycated haemoglobin (HbA1c), clinicians are able to get an overall picture of what the average blood sugar levels have been over a period of weeks/months. For people with diabetes, this is important as the higher the HbA1c, the greater the risk of developing diabetes-related complications. By measuring HbA1c, doctors get an overall picture of a patient's blood glucose level over a period of weeks/months. In contrast to the regular fasting glucose test, which is an indication of one's current glucose levels, HbA1c is more accurate and serves as an overall marker of one's average levels over a longer time period.



## NEOGEN EVENT - HYDERABAD & DELHI

Trivitron Healthcare in association with Neogen Labs hosted a Symposium on the occasion of New Born Screening Month to highlight the relevance of the topic.

Speaking on the occasion Dr. Saurabh Dani, Consultant Obstetrics & Gynecology, Ankur Hospital, Mumbai said "Newborn Screening has been proved to be a very effective public health program in several countries and just second to the popular immunisation program. Indians have yet to realise its full potential benefits. All stakeholders like parents, Public Health administrators, NGO's, Gynecologist, Pediatricians and other health care providers have to work together to help in improving the life of newborns who cannot fend for themselves."

The Newborn Screening symposium was started four years ago and is held every two years. The current event was the third in the series with the theme "We are on our way!" This symposium is an effort to inform, educate and share experiences to understand the benefits of screening.



### MLOA 2016

Trivitron was the main sponsor for the Medical Lab Owners Association (MLOA) Trichur district event on 10<sup>th</sup> January and we displayed some of our key products like Labmate to potential customers and offered hands on demo for its operations. More than 80 participants attended this event from Trichur District. Trivitron was represented at the event through the Kerala sales team along with our channel partners from the region. In addition to showcasing our brand & its products, we were successful in getting many leads for our reagents and instruments through this event.

### APCON 2016

The pink city of India – Jaipur was the destination for APCON 2016, in which Trivitron Healthcare and Sakura Finetek launched the new Histo-Tek VP1. APCON 2016 - the 65<sup>th</sup> Annual Conference of IAPM and Annual Conference of IAP-ID was organized by the Department of Pathology, SMS Medical College & Jaipur Association of Pathologists from 1<sup>st</sup> – 4<sup>th</sup> December 2016 at B. M. Birla Auditorium, Jaipur. Dr. Jayaram from Anand Diagnostic Laboratory had the honour of unveiling our Histo-Tek Vp1.



Trivitron Healthcare along with Sakura Finetek introduced the new version of "Tissue Processor exclusively designed for the Indian market". It was also a proud moment for Trivitron Healthcare and Thermo Scientific as we launched the new Indiko Plus during the event. Our stall was visited by many renowned pathologists across the country, making the event a successful one.



### MEDICALL 2016

From 22<sup>nd</sup> – 24<sup>th</sup> July '16, the Chennai Trade Centre witnessed the MEDICALL 2016 – Hospital Needs Expo. Trivitron Healthcare participated in this event and displayed a wide range of products in Diagnostics, Radiation Protection Apparels & Accessories, Imaging, CLSS and OT. A considerable number of potential customers visited the stall and showed interest towards the products, making the event a successful one.

### CYTOCON 2016

Trivitron Healthcare in collaboration with our partner Hologic participated in CYTOCON, the 46<sup>th</sup> Annual conference of Indian Academy of Cytology in Nagpur from 18<sup>th</sup> – 21<sup>st</sup> November 2016. ThinPrep 2000 was exhibited in the presence of more than 200 delegates, who were mostly key cytologists & Pathologists. We had a massive response to our stall as some of the visitors were key pathologists from famous institutes like AIIMS, PGIMER, Safdarjung Hospital, Indo-American Cancer Institute, etc.



### ACBI 2016

Trivitron participated in the South ACBI conference held on 23<sup>rd</sup> and 24<sup>th</sup> September at Vellore. Around 160 participants, including the cream of Biochemist fraternity from all over South India graced the event. Our stall was located at the entrance and it gained more visitors. Our Joint venture partner Diasorin had their stall next to us and we had displayed instruments like Minicap and Labmate. Overall, it was a successful event with excellent mentioning participation of the visitors.



# PRODUCT PORTFOLIO



Cellenium



Nanolab



Biocard Celiac Test



Labmate



Newborn Screening



Mass Spectrometry



Thinprep 2000



Clinreact



Smart Automation



Biocard Troponin I



Liaison xl



Capillaries

## Customer Testimonials

I am delighted to certify that Sebia's Electrophoresis Model No. Hydrasys 2 SCAN and Sr. No. 1362 was installed in Centralised Lab, division Neurobiochemistry in CN Centre four years back. The performance of the instrument is very good. The services provided by Trivitron healthcare Pvt. Ltd. are adequate and we are satisfied with the service support.

**Dr. Ashok Sharma, Ph.D.**

All India Institute of Medical Sciences, New Delhi

This is to certify that we are using 'Cellenium Junior' analyzer from Trivitron Healthcare Private Limited, Chennai, for the last four years.

The working performance and service support is very good.

**Dr. Vijay Yelane, M.D.Parth, KEM Mumbai, Nagpur**

This is to certify that we are using **Fully Automated Electrophoresis (For protein electrophoresis), Model: Hydrasis-2 focusing** Automated Electrophoresis analyser (Sl. no. 1542) supplied by **Trivitron Healthcare Pvt. Ltd.** at Chennai manufactured by **Sebia** from **France**.

We are satisfied with the performance of the instrument and getting best service support from the customer service support team of **Trivitron Healthcare Pvt. Ltd.** at Kolkata.

**Dr. Jayati Chakaborty**

# LABSYSTEMS DIAGNOSTICS OY, FINLAND



“

Dr. GERALDINE CARRARD,  
CEO - LABSYSTEMS DIAGNOSTICS OY



Tender year 2016! It was a challenging year, yet a year full of promises with lots of tenders, opportunities, opening more doors for LabSystems. We have been exploring new market entry and opportunities and this hard labor shall bring fruits within this coming year. Our competition is fearing our arrival and this is a good sign that our efforts are being rewarded. The downturn of being a player in a niche market is that the changes happen slowly, yet with the perseverance and dedication of the entire team, we can see this coming through.

2017 is the year when we will enter USA with our first product registration for NBS, where we will place our first products in Brazil and expand sales in China through new dealers. The tenacious sales activity in South East Asia is starting to bud and soon to bloom. This year we will also have our first products partly manufactured in India, which seal the full integration of manufacturing within the Trivitron Group and support our sales for POC in Europe. 2017 will be the year of harvest.

”

# DIVISIONAL NEWS

**LABSYSTEMS**  
DIAGNOSTICS  
*speaking your language*

**SHIMADZU**  
Excellence in Science

## LABSYSTEMS, SHIMADZU INK PACT

Helsinki-based LabSystems Diagnostics, an enterprise of Chennai-based Trivitron Healthcare, has entered into a joint association with Shimadzu Corporation of Japan, a leader in analytical instruments, for clinical diagnostics in the area of Newborn Screening (NBS). NBS is a preventive pediatric screening service to assess the occurrence of genetic metabolic disorders. These disorders could lead to permanent neurological, cognitive, and physical damage in the child. When these disorders are detected early enough they can be easily treated, says a company statement. G.S.K. Velu, Chairman & Managing Director, Trivitron Group of Companies said, "Two world leaders Shimadzu and

LabSystems Diagnostics with several decades of expertise in their respective areas of instrumentation and diagnostic reagents, will create a winning combination, improving access and affordability for Newborn Screening solutions across the globe."

**LABSYSTEMS**  
DIAGNOSTICS  
*speaking your language*

**OXFORD**  
Biosystems

## LABSYSTEMS DIAGNOSTICS AND OXFORD BIOSYSTEMS START NEW JOURNEY FOR THE UK AND IRELAND

LabSystems Diagnostics Oy, from Finland, a Trivitron Healthcare enterprise, has entered into a dealer relationship agreement with UK-based Oxford Biosystems for the UK and Ireland markets. With this engagement, Fabrizio Radice – LDx Global Sales & Mktg Director said, "I am proud that Oxford Biosystems will sell and support LabSystems Diagnostics products which will enhance LabSystems' presence in the UK and Ireland markets for its Infectious Disease, Point of Care, PCR, Gastro and Newborn Screening products. The synergetic effect will provide better local support for end user laboratories, clinics, reference centers and large IVD portfolios."





# EVENTS AND CONFERENCES

## APHL 2016

Labsystems Diagnostics participated in APHL 2016, a 4-day event held from 29<sup>th</sup> February – 3<sup>rd</sup> March 2016 at the St. Louis Union Station hotel, St. Louis, Mo. This Mega Healthcare event showcased products based on Newborn Screening and Genetic Testing – a gateway to healthy babies.

We showcased our Newborn Screening Systems as well as the newly launched unique Neomass AAAC kit in Stand no. #103. There were plenty of potential customers who showed interest.



## SSIEM 2016

Labsystems Diagnostics Oy, Finland participated in the 2016 Society for the Study of Inborn Errors of Metabolism (SSIEM) Annual Symposium conducted in Rome, Italy from 6-9 September. The objective of the symposium is to define the future challenges in the field of inborn errors of metabolism and to improve the networking between clinicians, laboratory scientists and basic research. The symposium was a highly successful one, meeting all its predetermined agenda successfully.

## ISNS 2016

Labsystems Diagnostics Oy, Finland participated in the 10<sup>th</sup> International Society for Neonatal Screening (ISNS) European Regional Meeting from 11<sup>th</sup> to 14<sup>th</sup> September. The event happened at the World Forum Convention Centre, The Hague, NL. With an attractive design and panels displaying information about our products, our stall grabbed good attention.



## ECCMID 2016

Labsystems Diagnostics participated in the 26<sup>th</sup> European Congress of Clinical Microbiology and Infectious Diseases, held from 9<sup>th</sup> – 12<sup>th</sup> April 2016 in Amsterdam, Netherlands. The event witnessed nearly the top leading medical companies across the world who specialised in Infectious diseases and Clinical Microbiology.

We showcased all the POC range of products at the event 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 future prospects.



## MEDICA 2016, GERMANY

Medica is a 4-day event held from 16<sup>th</sup>-19<sup>th</sup> November 2016 at the Düsseldorf Exhibition Centre in Düsseldorf, Germany. Medica event showcased the products from Medical & Pharmaceutical industry and it is known to be the largest international medical show that presents advanced technologies in the wide range of healthcare. At the event, Labsystems Diagnostics showcased the Point-of-care test kits, Nucleic Acid tests, LC-MS Range, Newborn Screening, EIA kits product lines. Overall, it was a successful event.

## NEONATAL TRAINING : LDX CONVERGE – MAY '16

On 26<sup>th</sup> and 27<sup>th</sup> May 2016, LDx Converge was conducted at Trivitron's facilities in Vantaa, Finland. The subject of the training was 'Neonatal Screening'. The first day was about traditional screening products that are compatible with the fully automated NS2400 system. The second day was dedicated to the new Neomass AAAC product, which can detect almost 50 different neonatal disorders.



## INDIA AT FINLAND : INDIA DAY 2016, FINLAND

On 11<sup>th</sup> June 2016, Trivitron Healthcare participated in the "India Day 2016" held at Merikaapelihalli, Helsinki, Finland along with Labsystems Finland. As one of the key sponsors for this cultural event, Trivitron was also a part of a corporate stall exhibition where it displayed our corporate policies and philosophy to the public for the purpose of image building.



# PRODUCT PORTFOLIO



Disc  
Remover  
Machine



NS Incubator / Shaker



Biocard Celiac Test



NS 200 Reader



Newborn Screening  
Automate NS2400



Neonatal DBS  
Puncher NS496



NS Washer



B.pertussis PCR



Elisa Kits



Biocard Troponin I



Gastroenterology Test



Helicobacter pylori test kits



# IMAGING AND RADIOLOGY



**Mr. BRAHADEESH MATHRUBHUTHAM**  
VICE PRESIDENT



People want good, advanced and affordable medical facility available to them within close vicinity. This has resulted in phenomenal growth in smaller cities and towns and growth in metros can be attributed to replacement business with better technology. Hence our Imaging division is poised for 15 to 20% growth, majority of it coming from Tier 2 / Tier 3 cities in India. We at Trivitron are catering to both the metro and the rural markets with Products from Imaging & Radiology. In fact we could be a one stop solution provider for all the hospital needs.

#### **Imaging Division**

In Imaging division, Trivitron Healthcare has been partnering with the world leaders in technology like Aloka - Hitachi Ltd., for over two decades in the Ultrasound Segment and Hologic Inc. USA for its Digital Mammography and Dexa solutions.

This year, Aloka Trivitron Medical Technology (ATMT), our Joint venture with Aloka with a factory at Irungatukottai, Chennai, added mid-high end product F37 to its product series of P2, F31 and A6, thus consolidating our position in the entry and mid market segment. F31 series witnessed growth of over 25% compared to the previous year, due to an increase in dealer sales. The New entrant F37 from ATMT gained significant market share with a growth of more than 60% compared to the previous year. F37, designed on 3E Platform with compact design, utilizes HST Convex probes to provide superior image quality. This product inherits some unique software features and IPS technology monitors from high end equipments, thus offering a value for money equipment in this segment.

Our high end products - Arietta 60 and Arietta 70 have witnessed phenomenal growth, establishing their foot print both in rural and metro markets. They have been designed keeping in mind the premium performance and high-resolution image quality. This along with its ease of use has exponentially enhanced diagnostic confidence among our clients. The unique features they offer, like DGD (Dual Gate Doppler), Auto FHR, Shear wave technology in A70, CW Doppler in Convex & Linear Probes provide versatile clinical solutions to the end users.

Hitachi Ltd has launched two new series - Prosound, Prologue and Precision in the Point of care and Interventional segment respectively. Both these products are poised for big growth in the coming years.

In India the Digital Mammography market has started maturing and hospitals have started accepting the advantage of digital mammography over analogue systems. Our Digital Mammography from Hologic Inc. USA, is witnessing growth despite its high cost. Trivitron with Hologic digital mammography solution (FFDM) is the market leader with a share of around 35%. Over the last year some new players have emerged in this segment with low cost solutions, which could prove to be a threat in future.



# EVENTS AND CONFERENCES

## IRIA 2016

The 32<sup>nd</sup> Annual Conference, Indian Radiology and Imaging Association (IRIA 2016) Karnataka State Conference was held on the 12<sup>th</sup> & 13<sup>th</sup> of March 2016 at M.S. Ramaiah Medical College, Bangalore. We displayed Prosound Alpha 6 and F31 ultrasound machines and received good response. Over 250 delegates participated in the 2-day conference.



## MUSKON 2016

The Annual Conference of the Medical Ultrasound Society of Karnataka Conference was held from 25<sup>th</sup> and 27<sup>th</sup> of March '16 at the NIMHANS Convention Centre in Hosur road. We displayed Alpha 6, F37, Arietta 70 Ultrasound machines and had a good response.



## ULTRAFEST 2016

The ULTRAFEST Conference 2016 was held at the Commercial Capital of India, MUMBAI. The three-day conference from 8<sup>th</sup> April to 10<sup>th</sup> April 2016 was conducted at Hotel Marriot. A large trade exhibition formed part of the ULTRAFEST 2016. All the leading companies participated in the conference and showcased their range of products.

Trivitron participated in the ULTRAFEST 2016 as one of the major sponsors with a large stall. We showcased and demonstrated the Arietta 70, F37 and Alpha 6, which drew attention from a large number of radiologists and Sonologists. They were very appreciative of the Image quality and ease-of-use of these new products. Overall the ULTRAFEST 2015 was a huge success and we saw good footfalls at our booth.



## BRACE 2016

BRACE is a notable conference in the Radiology Sector, conducted by Bernard Institute of Radiology, Chennai. On 8<sup>th</sup> July, there was a workshop on the topic "Arterial Doppler for Limb Ischemia - for a limb without limp" at the Omandurar Multispecialty Hospital. Trivitron participated in the workshop and conducted a live demonstration session with Arietta 60. The session was handled by Dr.Sudhakar from Apollo Hospital, Chennai.

Following that, the conference was held at Savera Hotel, Chennai for the next two days. Trivitron displayed Arietta 60 & F37 in the allocated stall catering to more than 250 participants. The whole event was a great success with wide appreciations for the Competitive growth in 4D Segment and for the compact machine model.



## AMICON 2016 (ADVANCED ONCO IMAGING CONFERENCE)

AMICON 2016 in association with the Apollo Hospital was held in ICSR Auditorium, IIT Madras on 30<sup>th</sup> and 31<sup>st</sup> July '16. The focus was on the training on the new techniques in Oncological Imaging. Trivitron Healthcare participated in this event as the official sponsors. Top International Radiologist speakers enlightened the crowd on this topic and it garnered a good response from the customers.

## BIIP 2016

The Breast Imaging intervention Program BIIP -2016 was held from 19<sup>th</sup> to 21<sup>st</sup> August at IIT, Madras. Around 66 delegates from all around India including radiologists and Breast surgeons were the participants. Trivitron displayed 7 SVDX workstations, 3 Ultrasound Machines, MCP stage and 2 Vacuum Assisted Biopsy System during the workshop. With appreciations for the lectures and the workshop, the conference was well received by all.



## MSBIRIA 2016, LATUR

Trivitron Healthcare participated in the MSBIRIA Conference from 14<sup>th</sup> to 16<sup>th</sup> October 2016 at Latur. In our allotted stall, Prosound Alpha 6 & F37 ultrasound products were displayed. The range of Kiran products like the Radiation Protection Apparels & Radiation

Protection accessories were also a part of the exhibition. Radiologists appreciated our Ultrasound, Kiran products and overall, there was a good footfall at the stall.

## ANNUAL CONFERENCE OF MUSCULOSKELETAL SOCIETY – AHMEDABAD

The fourth Annual Conference of Musculoskeletal Society was organized on 24<sup>th</sup> and 25<sup>th</sup> September. More than 300 customers visited this conference & approximately 150 customers paid a visit to our Stall. Most of the customers appreciated the ARIETTA 60 Grayscale Resolution, Combination of high-end Linear Imaging, 200 Degree TV Probe Resolution.

With this Conference, there is now a positive vibe to increase the sales of higher end F-37 & ARIETTA 60/70 units across Gujarat.



## CUSP 2016, CHENNAI

Triviron Healthcare participated in The CUSP (Clinical Ultrasonography in Practice) 2016 in Chennai. The event was organized by Mediscan from 29<sup>th</sup> September – 2<sup>nd</sup> October 2016. Over 1200 delegates participated in this four-day conference, which brought Radiologists, Sonologists, Ob/Gyn Specialists from all over India together. Triviron displayed Hitachi Aloka Alpha 6, F 37, Arietta S60 & Arietta S70 and got a good response from the delegates. This time, Labsystems Diagnostics also participated in the event showcasing NBS products. The theme of this year's Conference was "Optimizing Outcomes" which allowed the

presenters to explore the best-practices in General Ultrasound & Ob/Gyn procedures. The event witnessed a large number of delegates visiting our stall, making it a big success!



## IRIA 2016, GUNTUR

On 27<sup>th</sup> and 28<sup>th</sup> August, Triviron Healthcare participated in AP Chapter IRIA Conference. The event witnessed excellent participation of Radiologists from all the districts of Andhra Pradesh. In the stall, we demonstrated our A60 & F37 and we received a good response from the IRIA delegates and from the regular crowd as well. Everyone appreciated the machines and it paved a way for some new leads as well.

## ISPR 2016 MEET, KOLKATA

The Eastern Region Ultrasound team participated in the National Pediatric Ultrasonography Conference, held in Kolkata on 10<sup>th</sup> and 11<sup>th</sup> of September.

We had the amicable support of all the dealers from Kolkata and our team members along with Mr. Brahadgadesh, who was present on Day 1. On this occasion, the Model F37 was launched in the Eastern Region in the presence of Dr. S.K. Sharma and Dr. Khandelwal. The extent of participation was notably good as there was a Medical quiz contest for the Doctors on both the days. The winners were awarded Silver coins, adjudged and appreciated by the conference committee - Dr. S.K. Sharma, Dr. Khandelwal and Dr. Bijon Kundu and others.



## DUU 2016

Triviron Healthcare participated in the 14<sup>th</sup> Delhi Ultrasound Update (DUU 2016) event on 18<sup>th</sup> December 2016 at Pride Plaza, New Delhi. The event focused on the topic "Ultrasound and Clinical Prospective". Our Ultrasound machines Arietta 60 and F31 were showcased and it drew the attention of a large number of Radiologists & Sonologists. The image quality and ease of use of these new products were appreciated by the professionals. With a good footfall for our stall, the event was a huge success.



## IRIA 2016, KOLKATA

Triviron Healthcare participated in the 71st Annual Conference 2016, IRIA Conference on 11<sup>th</sup> and 12<sup>th</sup> of November 2016 at Hyatt Regency, Kolkata. We had a stall and displayed Arietta S60 & F37 Ultrasound products. The Radiologists gave a good feedback about the functioning and quality of these products. Overall, our stall received significant footfall.



## IRIA 2016, CHHATTISGARH

The 9<sup>th</sup> Annual State Conference under the aegis of Indian Radiology and Imaging Association (IRIA 2016) was held on 10<sup>th</sup> and 11<sup>th</sup> December 2016 at Ambrosia, Chhattisgarh. Triviron Healthcare displayed Alpha 6, F31 and F37 Ultrasound machines and received wide appreciations. Over 250 delegates participated in this 2-day conference making it a successful one for us.

## GNANDHARA 2016, BANGALORE

Gnandhara 2016 Conference organized by Karthik Ultrasound Scan Centre was held on 13<sup>th</sup> November 2016 at NIMHANS Convention centre, Bangalore. The conference focused on the topic "Fetal Medicine – Current practices". We displayed Arietta S60 Ultrasound machines and received a good response for it.



## MEDICALL 2016

From 22<sup>nd</sup> – 24<sup>th</sup> July '16, the Chennai Trade Centre witnessed the MEDICALL 2016 – Hospital Needs Expo. Trivitron Healthcare participated in this event and displayed a wide range of products in Diagnostics, Radiation Protection Apparel & Accessories, Imaging, CLSS and OT. A considerable number of potential customers visited the stall and showed interest towards the products, making the event a successful one.



## CME CUM WORKSHOP

### GUJARAT

Trivitron Healthcare conducted a workshop on F37 Instrument in Bharuch on 10<sup>th</sup> July '16. Trivitron displayed F37 for a live demonstration on patients. A large number of Radiologists attended the workshop and were impressed with the image quality and the 180-degree 9MM TV Probe resolution.

### ALIGARH

Trivitron Healthcare organized a CME CUM SYMPOSIUM AND WORKSHOP on Ultrasound range of products at JN Medical College & Hospital, AMU – Aligarh on 6<sup>th</sup> August '16. Trivitron demonstrated the high-end systems - ARIETTA 60 and F37. With a good attendance and response, the event also witnessed the presence of well-known Radiologists and top institute HODs. The Image quality was widely appreciated by the customers.



## REGIONAL DEALERS MEET FOR IMAGING

The dealers meet was conducted first in New Delhi for NORTH, followed by Bangalore for SOUTH, Kolkata for EAST and Mumbai for WEST between Aug & Sep '16. 30+ Channel Partners and 50+ dealer executives attended the training sessions.

The main objective of the dealers meet was to motivate the dealers and improve the product knowledge to increase sales. It was an opportunity to explain the amazing growth of Trivitron over the years and our plans through a corporate presentation. The platform was also used for understanding the various other divisions of Trivitron and the opportunity it presents to Channel Partners. All divisions, including Kiran Renal, ICU & OT, NBS explained their product profile, which grabbed the attention of the dealers.

In terms of Imaging, the meet was utilized to impart knowledge about our new products F37 & Arietta 60/70, which was also a session to discuss their USP's, Competition and Product Positioning.



### JAIPUR

Trivitron Healthcare organized a get-together on 9<sup>th</sup> August '16 at the Community Center, Mansarovar, Jaipur. This meeting focused on creating awareness about Trivitron's High-end Ultrasound products – F37 & Arietta series. Overall, it was a very effective and successful meet with the participation of Radiologists, dealers and PNDT coordinators.



## IROP 2016

Trivitron participated in Indian Radiological & Imaging Association's Resident Education Programme (IROP 2016) at Dr. DY Patil Medical College, Pune on 3<sup>rd</sup> & 4<sup>th</sup> September 2016. We displayed Arietta 60 & F37 ultrasound machines and had a good response too. Over 250 delegates participated in the 2-day conference.

# PRODUCT PORTFOLIO



ARIETTA S60



Digital Radiography System



F 37



ARIETTA 70



F 31



Digital Mammography



Whole body DEXA



ProSound - ALPHA 6



P2

## Customer Testimonials

This is to state that we are the user of **HOLOGIC Selenia Dimensions Tomosynthesis** machine supplied by **M/s. Trivitron Healthcare Pvt. Ltd.** in the year 2013.

At present we are satisfied with the performance of the machine and service provided by **M/s. Trivitron Healthcare Pvt. Ltd.**

**Dr. M.H. Thakur**, Prof. & Head, Dept. of Radiodiagnosis.  
Tata Memorial Hospital, Mumbai.

We have been using **HOLOGIC Digital mammography, Digital Prone Biopsy, DEXA** and **Aloka Ultrasound** machines for the past 7 years which is supplied by **Trivitron Healthcare Pvt. Ltd.**

We are very happy with the products and their support after sale.

**Dr. Selvi Radhakrishna**,  
CBC Chennai

We have been using **Hitachi-Aloka color Doppler model Alpha 6** for the last 3 years. So far the performance has been unparalleled.

**Dr. Shwetha Pramodh**, Consultant Obstetrician & Gynaecologist  
Blossom Infertility & Women Care Centre, Bangalore

# KIRAN



Mr. SATYAKI BANERJEE,  
PRESIDENT



Kiran is undergoing a transformation from being a manufacturer of radiology accessories and components to a full-fledged research driven Radiology organization with a comprehensive product portfolio spread across high technology Radiology Equipment, Components and Accessories.

2016 has witnessed intense R&D activities within Kiran, to empower the brand's portfolio and that is demonstrated by the launch of Kiran Infinity and Elite series C-arms with HD and 1Kx1K imaging chain and the introduction of Kiran Ultisys radiography system in analogue and digital variants with a wide choice of generators from 32 KW to 82 KW. Within 9 months of its launch, 61 installations of Kiran C-Arms were done across India, and now with the CE certification, Kiran is in the process of initiating exports of radiology equipment.

In its core business of Radiology components and accessories, Kiran witnessed significant growth in its sales of radiation protection gloves primarily driven by increased market share in USA, Germany, France and Japan where it has become the leading product in its segment. Kiran has become the partner of choice for leading X-ray equipment manufacturers in Europe, Korea, USA and India for supply of anti-scatter grids. During 2016, Kiran introduced a completely new range of radiation protection apparel featuring the advanced PU coated Satin Touch fabric and the new generation light weight x-ray attenuating core material.

Kiran filed a patent application for Cath-lab Pro Radiation Protection Gloves and design registration application for its C-Arm design. The manufacturing facilities of Kiran comply with the most stringent quality standards and are approved by US-FDA, SGS-UK and PMDA Japan amongst others.





# DIVISIONAL NEWS

## KIRAN MEDICAL SYSTEMS SHOWCASES STATE-OF-THE-ART C-ARM SYSTEMS ALONG WITH ITS WIDE PORTFOLIO OF RADIOLOGY PRODUCTS AT ARAB HEALTHCARE 2016

Arab Wide Web, 25th January 2016

Kiran Medical Systems, the radiology division of Trivitron Healthcare, showcased its state-of-the-art C-Arm systems during the opening day of Arab Health 2016, the Middle East region's largest healthcare industry event.



## SUCCESSFUL LAUNCH OF KIRAN C-ARM INSTRUMENT

KIRAN MEDICAL SYSTEMS (The Radiology Division of Trivitron Healthcare) is a global leader in the field of radiology accessories and radiation protection products. Kiran has a reputation of manufacturing world class products that is known for its quality and reliability. Kiran's manufacturing facilities are duly approved by US FDA, AERB, SGS U.K. and other leading regulatory agencies across the world.

In line with Kiran's vision of becoming a leading radiology focused global brand, it has entered the field of radiology equipment through the introduction of the state-of-the-art yet affordable surgical C-Arm Kiran-INFINITY. With its user friendly interface, versatile clinical applications, high output generator & distinguished aesthetics this will be a promising beginning for Kiran in transcending boundaries to provide better health care to everyone.

## KIRAN MEDICAL SYSTEMS VIEWS INDIA ON PAR WITH GLOBAL MARKETS, IN THE USE OF BASIC RADIATION PROTECTION PRODUCTS.

Pharmabiz.com, 17<sup>th</sup> May, 2016

Kiran Medical Systems, a division of Trivitron Healthcare, a market leader in radiation protective products in the country, sees that India is on par with global markets in the use of basic radiation protection aprons during procedures involving X-rays, etc.

The company exports to 165 countries. We are working closely with leading medical institutions, regulatory bodies and key opinion leaders to educate healthcare professionals on the deterministic and stochastic effects of radiation exposure. We are highlighting the importance of radiation protection products for the safety of both patients and medical professionals, Dr Satyaki Banerjee, president, Kiran Medical Systems told Pharmabiz in an email interaction.

"However a lot needs to be done to increase awareness on the importance of radiation protection gloves, eye wear and shields during interventional procedures to catch up with radiation protection practices followed in Europe, Japan and US," noted Banerjee.

"We have been offering some of the world's finest radiation protection products for over 30 years. "Our range includes sterile lead-free radiation protection gloves, radiation protection apparels in a choice of 3 core materials: Lead, Low Lead and Zero Lead, besides computed tomography shields, scatter radiation protection sterile shields, and radiation protection eye wear. A full body Radiation Protection Barrier Shield is likely to be introduced in July 2016," he added.

Stating that Kiran radiation protection products are considered amongst the finest globally, Dr. Banerjee said that all leading hospitals and medical professionals vouch for fail-safe protection against scattered radiation.



# EVENTS AND CONFERENCES

## ECR 2016

European Congress of Radiology (ECR 2016) was a 5-day event held between 2<sup>nd</sup> March and 6<sup>th</sup> March 2016 at Vienna, Austria. Kiran Medical participated in this Mega Healthcare event at Stand no. #520 and showcased a range of radiation protection products / accessories. The Kiran booth acted as a convergence point for eminent radiologists from India and across the world. Overall, it was a successful event.



## MOACON 2016, AURANGABAD

Kiran, the Radiology division of Trivitron Healthcare participated in the 33rd Annual Conference of Maharashtra Orthopaedic Association (MOACON 2016) at Aurangabad from 4<sup>th</sup> to 6<sup>th</sup> November 2016. This conference was used as a platform to showcase the C-ARM Infinity Instrument and the entire range of Kiran Radiation Protection Products and Radiology Accessories. More than 200 eminent doctors visited the stall, making it a successful event.

## PERCON 2016, NEW DELHI

Kiran, the Radiology division of Trivitron Healthcare participated in the PERCON Conference – National Urology conference in New Delhi on 19<sup>th</sup> November 2016. There were over 700+ Urologists/Doctors witnessing the LIVE surgery performed using our Infinity C-Arm product. Apart from the Live Surgery, we had a stall, which received a good number of footfalls, making the event noteworthy.



## TRAUMACON 2016

TRAUMACON 2016, a prestigious conference by Trauma & Orthopedic Surgeons was held in Mumbai from 11<sup>th</sup> to 14<sup>th</sup> August 2016. Kiran participated in this conference and used it as a platform to showcase C-ARM Infinity instrument and the entire range of Kiran Radiation Protection products and Radiology accessories. More than 300 eminent doctors visited the Kiran booth, thus making it a successful one.

## RSNA 2016

The prestigious RSNA 2016 (Radiology Society of North America) was held from 27<sup>th</sup> November 2016 to 2<sup>nd</sup> December 2016. Kiran – the Radiology Division of Trivitron Healthcare participated in this mega event and displayed its range of radiation protection products and radiology accessories. Kiran's booth acted as a convergence point for the eminent radiologists from India and across the world. This event was a great platform to explore potential avenues for expanding the scope of collaboration that Kiran shares with leading radiology companies in the USA and Latin America.



# PRODUCT PORTFOLIO



Radiation Protection Apparel



Analogue X ray Cassettes



Radiation Protection Gloves



Ultisys Radiography System



Contrast Media



Ultrasound Gel



CT Shields



Anti-scatter Grids



Surgical C-Arm

## Customer Testimonials

We have been associated with Kiran for almost two decades and promoting all their products in European market. Kiran is the most trusted and reliable name in Radiology and thousands of customers use Kiran products in the X-ray room.

We are glad to have this wonderful relationship and we wish them all the best for future projects.

**Colenta Labortechnik GmbH & Co. KG**  
Neunkirchner Str. 117, A-2700 Wiener Neustadt.

We have been associated with Kiran for almost two decades and promoting all their products in European market and export. Kiran is the most trusted and reliable name in radiology and thousands of customers use Kiran products in the X-ray room. We are glad to have this wonderful relationship and we wish them all the best for future projects."

**Melanie Bartscheerer**, General Sales Manager  
MAHN Medizinprodukte GmbH

"I am using the Trivitron HE 1000 for the past 9 months. The image quality and service is excellent. It gives the best clarity and performance." What more is needed when there is a need for accurate diagnosis?"

**Dr. Khachane Shailesh P**,  
Shri Ashirwad Accident Hospital, Jalgaon



Mr. N. RAGHAVENDRAN,  
SR. VICE PRESIDENT



The CLSS division is poised for 15 to 20% growth, majority of it coming from Tier 2 & Tier 3 cities of India. Hence our focus of catering to Tier 2/3 towns is of prime importance. At the same time, concentrating on hospitals in metros with a solution to replace their old technology equipment with new and latest technology, will give us an added advantage. We at Trivitron should cater to both the metro and the rural market with Critical Life Supporting Systems.

#### **CLSS Division**

Our CLSS division is in its consolidation phase and the year 2016 has been an interesting year from the point of view of trying to establish our product from ICU & OR in the market. We can provide complete and comprehensive solutions for every critical department of a hospital from our ICU portfolio. The solutions include a range of High end CE / US FDA approved ventilators from event, USA and Portable ICU CE / KFDA Ventilators from MEK, Korea. These Ventilators are capable of treating all - neonates to Adults and are highly reliable and come with low cost of ownership.

The other products in the ICU basket include a range of CE/FDA approved High end Multi-para Monitors, The segment is complete with our High end CE approved 12 Channel and 3 Channel ECG machines with advanced features. CE approved Infusion & Syringe pumps too form a part of the solution package for intensive care requirement in hospitals.

"The ICU Division which has been seeing a formidable growth, attributes its success to customer satisfaction and low cost of ownership despite huge entry barrier", said AVP Mr. Balasubramanian, who is heading the CLSS Division.

"In our OR division, we provide turnkey OT solutions that are highly reliable and patient care centric. The OT requirements are discussed with individual customers in detail, who are then given a customized solution in line with their requirement. We plan, design and execute the project to their satisfaction", says Mr. Vincent - Technical Director of OR Division.

However, lack of our own OT products is coming in our way of growth and

especially in our endeavour to provide economical solutions to our customers. Our new factory initiative in Chennai with new OT products and an added sales force, should give us that extra edge to increase our market share in this segment.

Trivitron healthcare has carved a niche in the renal care market with the installation of the finest, simplest and the most reliable product from Nikkiso, Japan. After a wonderful year 2015-16, we have had a setback in the renal care division due to external and internal factors. High depreciation of the Indian rupee against Japan's yen and a sudden increase in CD has taken the market by surprise. "European suppliers had an advantage due to the exchange rate, resulting in cost effective solutions to the customer, which is the primary driver in renal care market", said Mr. Meganath - General Manager- Renal Care Division. Our total Installed base encompasses 1200 machines with 320 customers across the country. With the introduction of consumables, we expect to see better growth going forward, which forms an integral part of renal care business.

Imaging & CLSS is supported by 67 - Service engineers and application specialists, who strive to meet the objective of customer satisfaction. Trivitron Healthcare is poised to see a better growth, year on year, thanks to its world class products, dedicated channel network and efficient after sales service. We are confident that in the years to come, we will continue to overcome any business challenges and continue to meet the business goals and objectives.



# EVENTS AND CONFERENCES

## SDTPCON-2016

Trivitron Healthcare participated in the 11<sup>th</sup> Annual Conference of "Society for Dialysis Technologists & Paramedics" 2016 (SDTPCON 2016) held on 12<sup>th</sup> June 2016 at the Zachariah Mar Dionysius Auditorium of MMM Hospital. Trivitron displayed DBB 27 at the stall and witnessed a welcoming response from the potential customers.



## ISA 2016, TRICHY

The Anesthetist Meet at Trichy sponsored by Trivitron took place on 28 August. With over 40 Anesthetists attending the meet, we had the opportunity to give a 10 minute presentation on Trivitron and also to demonstrate our full range of Ventilators to the doctors. Some valuable and potential leads were gained during this meet.



## SAFETY IN AN OPERATION ROOM - RAGHAVENDRAN, SR. VICE PRESIDENT, TRIVITRON HEALTHCARE

An article by Mr. N. Raghavendran, Sr. Vice President, Trivitron Healthcare  
The Pharmatimes.in - 23<sup>rd</sup> Dec 2016

An operating theatre, also known as an Operating Room (OR) or operating suite, is a facility within a hospital where surgical operations are carried out in a sterile environment. A patient's safety in the operation room is of utmost importance. There are rare cases of grave mistakes such as operating on a wrong patient, wrong operation and wrong side/site. Among these rare cases- operation on a wrong body part or inappropriate medication, tops the chart when it comes to healthcare issues.

Operation Room Safety has been a belief and practice with the given set of guidelines to make it a successful act. The objective is to spot the risks present in the operating rooms and be prepared with a list of actions to minimize these potential hazards. Patient security in the operating suite starts before the patient enters the operation theatre. The biggest threat to a patient's safety in the Operation Room is communication breakdown, information loss, increased work load and competing tasks.

# PRODUCT PORTFOLIO



Syringe Pump



Ventilator System



Mobile Pendant



ECG



Patient Monitor



Laminar Flow System



Portable ICU Ventilator



Hemodialysis Machine



Modular Operation Theatre

## Customer Testimonials

This is to certify that we are using **Nikkiso Haemodialysis Machines Model DBB - 27** in our dialysis unit (AKU) for more than five (05) years. The machines are working fine and the after sales support provided by **M/s. Trivitron Healthcare Pvt. Ltd.** is good and satisfying.

**Dr. N.C. Ambekar**, Nephrologist  
Ambekar Hospital, Pune.

This is to Certify that **Lions Haemodialysis Unit** is a division of District 324A6 Lions Foundation. This unit was established during 2008 with 6 haemodialysis machines of Nikisso Make. The units are functioning well thanks to the maintenance Contract with **M/s. Trivitron Health Care Services**, Chennai. We are fully satisfied with the machines and Service.

**P. Ramesh Babu**, Project Committee Chairman  
Lions Haemodialysis Unit, Chennai

This is to certify that we are using 5 Nos. of **Nikkiso DBB27 HD Machine** since 2013. The performance of the machines are extremely good and we are very much satisfied with the machines and the service extended by **M/s. Trivitron Healthcare Pvt. Ltd.** is excellent. We would like to get the same kind of service from them in future.

**Susanta Sasmar**, Dialysis (Nephrology Unit)  
Minimal Access Surgery Clinic Pvt. Ltd.

# STAR TRIVITRON



**Mr. Z.N. BENAISSA,**  
GROUP CHIEF MARKETING AND STRATEGY OFFICER



Star Trivitron had faced a challenging year due to the economic and socio-political challenges of ME/AFR region. However our team continued to deliver excellent services to our customers under challenging times. Working hand in hand with our customers, we crossed many tough times and together we will end this year on a peaceful note. We wish the new year brings more hope and change in the economic situation. We are participating, this year also in Arab Health showcasing our excellent products and services.

We will continue in this path of partnering with our customers to achieve excellence.



# EVENTS AND CONFERENCES

## MEDIC EAST AFRICA, KENYA

For the first time, Trivitron Healthcare participated in “Medic East Africa 2016”, one of the most famous exhibitions of East Africa. The event took place from 26<sup>th</sup> – 28<sup>th</sup> September 2016 at Nairobi, Kenya. At the event, we showcased our wide range of radiation protection products and radiology accessories from Kiran as well as the In-Vitro Diagnostics Equipment from LabSystems Diagnostics. Trivitron Healthcare booth acted as a convergence point for eminent dealers and end users from Kenya and across Africa. Overall, it was a successful event with ample number of visitors.



## NBS SEMINAR, IRAN

LabSystems Diagnostics in association with ArshamTeb organized a Newborn Screening Seminar on the 26<sup>th</sup> October 2016 at the Congress of Innovative laboratory technologies in Tehran, Iran. During the seminar, Dr. Ralph Fingerhut, the director of the National Newborn Screening Laboratory in Zürich, Switzerland and Gülşah Sönmez, the CEO of Bome Laboratory Services and National Newborn Screening Laboratory in Ankara, Turkey, showcased the International Prospective on Newborn Screening guidelines and best practices. Various private and public organizations participated in the event, making it a successful one.





## DIVISIONAL NEWS



Bome Sanayi Ürünleri DışTicaret A.Ş. was found in 1989 in Ankara, Turkey. The company is one of the first IVD manufacturers in Turkey. Since the establishment of the production facility in 2004, Bome Sanayi Urunleri Dis Tic A.S. has strengthened its R&D and production infrastructure and accomplished many successful projects. It resulted in the market launch of high quality products under its registered brand name, Trimaris. The company is TS EN ISO 13485 certified and has compliance with all the national and international regulations in IVD production.

Bome's current production lines are:

- Clinical Chemistry Reagents
- Hematology Solutions
- New Born Screening Kits
- Quality Control Materials

In June 2016, Trivitron invested for a majority shareholding in BOME, hence Bome Sanayi Urunleri Dis Tic A.S. became a part of the Trivitron family.

## EVENTS AND CONFERENCES

### TRABZON CONGRESS, 27 SEPTEMBER - 1 OCTOBER 2016

In September 2016, Bome Sanayi Urunleri Dis Tic A.S. participated in 'Uluslararası Katılımlı Kongre & Lab Expo 2016', a clinical chemistry congress held in Trabzon, Turkey and promoted both Bome and Trivitron product lines.

During the congress the partnership between Trivitron and Bome Sanayi Urunleri Dis Tic A.S. was proudly announced and Bome Sanayi Urunleri Dis Tic A.S. hosted a gala dinner for more than 400 congress participants.



### NBS SEMINAR, THERAN

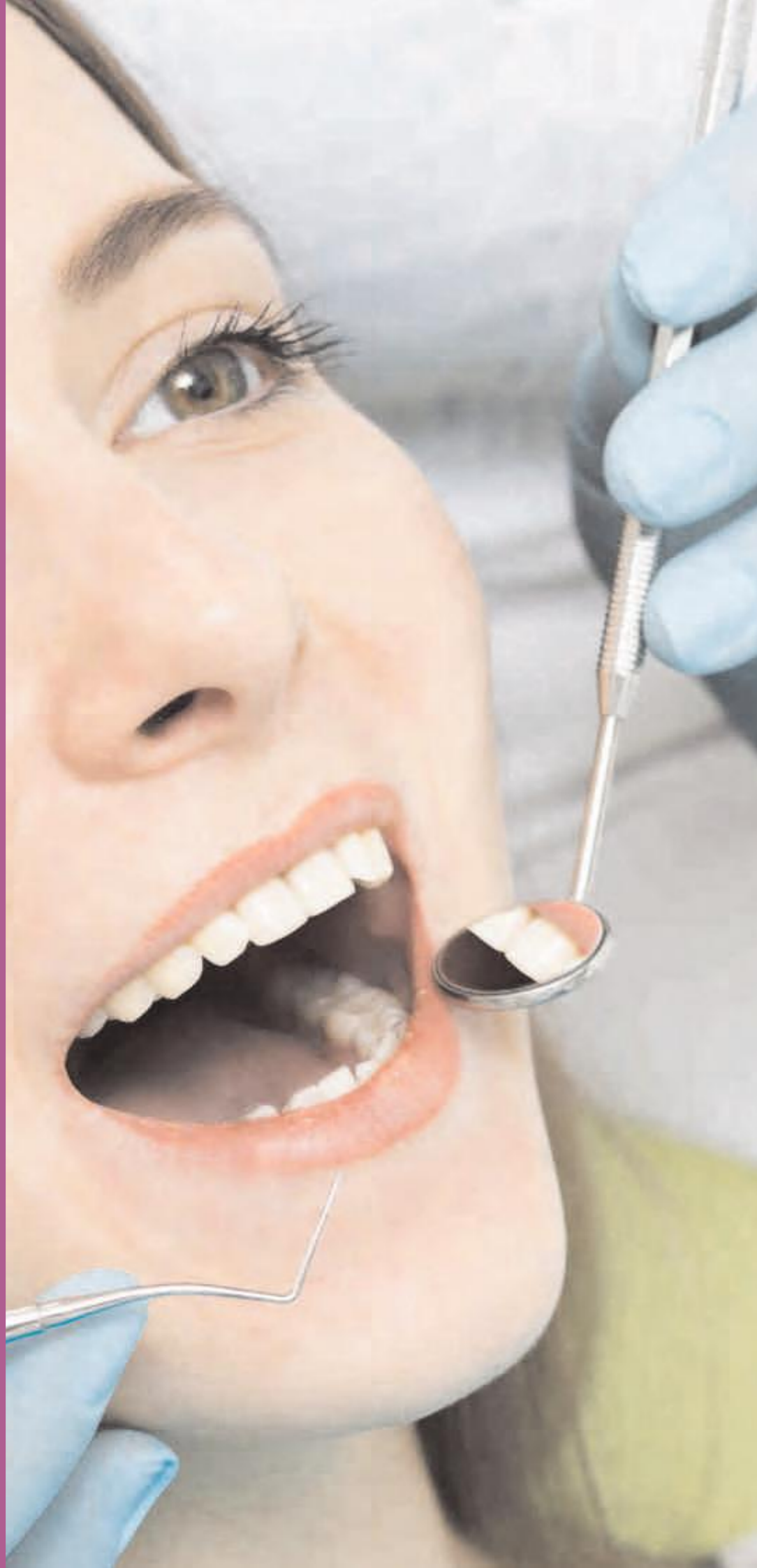
In addition to production capabilities, Bome Sanayi Urunleri Dis Tic A.S. has 9 years of laboratory management experience in Newborn Screening as the company is running the national screening program for Turkey since 2008. On 26<sup>th</sup> October, Gulsah Sonmez, CEO of BOME participated in NBS Seminar: International Prospective on NBS Guidelines and best Practices held in Tehran city, Iran and shared the experience on large scale Newborn Screening laboratory.

### ACHIEVEMENTS IN 2017

In Turkey, the Government outsources the Newborn Screening Laboratory Services by annual contracts and runs a public-private cooperation model. Bome has been awarded with the Turkish National Screening Lab Services Contract for the 9<sup>th</sup> consecutive time and to continue its services in 2017.

Turkish Ministry of Health also awarded Bome Sanayi Urunleri Dis Tic A.S. with the pilot study contract for Congenital Adrenal Hyperplasia. The pilot study is planned to be run for 7-8 months period starting from January 2017. It is targeted to include the disease in the national screening program starting from 2018.

# APOLLO WHITE DENTAL & APOLLO DIALYSIS



**A**pollo WHITE dental, a JV between the leaders in healthcare, Apollo Hospitals and Trivitron have now established a firm presence in 18 cities with 72 dental centers. These centers, present within Apollo Hospitals and Apollo Clinics as SIS and also as stand-alone. Their multiple chair facilities, were adjudged the best in the respective cities by a survey conducted by Times of India and i3rc research. The unique Apollo WHITE dental Spas, Centers of Excellence, equipped to serve higher-end dentistry were awarded the Clinic of the year by Famdent.

2016 added three more clinics to the total number with a 3-chair dental wing inside Apollo Hospitals at Belapur, Navi Mumbai and a dental consultation chamber at Apollo Clinic, Faridabad, Haryana and one at Apollo Spectra, Alwarpet.

More than 1 lakh patients have taken services from Apollo White Dental's centers across India, with over 400 accomplished and empathetic dentists to cater to the patient needs.

Tie up with insurance providers and credit billing for corporate employees were initiated. Facility for paying by loyalty points accrued by customers of American Express and Axis Bank was implemented. Corporate tie ups and MOUs with TPAs were initiated. "Free Charge" tie up has been done for cashless transaction through EDC machines.

Besides screening of school children and college students through the Apollo SHINE foundation, school camps and corporate screening camps were also conducted, screening and educating more than 1,00,000 individuals about oral hygiene and dental diseases and their management. Tie ups were also initiated with various Medical Tourism Facilitators. Tie up initiated with Bajaj Finserv for providing no cost instant loan to the patients, who wish to pay by EMI for treatments. Apollo WHITE dental also conducted several events like cyclathons, marathons and participated in Expos where they received good attendance and media coverage. The Selfie Contest had a draw of more than 500 selfies.

On the Social Media platform, AWD has been active and engaging in Facebook, Twitter, Quora, YouTube and so on. Several interesting activities like contests and live chats. We conducted the website has been given a facelift with several new services included. It has been made more user-friendly by adding additional forms for appointments and enquiry. There has been an increase in patients seeking appointments 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 newspapers like The Hindu, Indian express, The Times of India and the vernacular local dailies. Authored articles by our specialists have featured in publications like Parent Circle, B Positive, Indian Express, etc. We have also had many positive reviews recorded in google and several blogs. Listing of doctors in the Ask ur doctor (E-Doc), Google and Practo has also yielded good results.

The year 2016 also saw Apollo White Dental enrol about a 100 students for the Cosmetic dentistry course through Medvarsity, the educational wing of Apollo Hospitals to offer a six month program on Cosmetic Dentistry. AWD has proposed to launch a course on Microscopic Dentistry, Implantology and LASER in Dentistry. They are also planning to come up with more such courses in the coming months.

Being in the service industry, AWD has always encouraged learning newer technologies and keeps the team updated with its training sessions. Several training programs have been conducted on Swiss based Nobel Biocare implants, Tekscan – masticatory force recording, Japanese Fiber

reinforced GIC, and German Based K Line Products, Invisalign, etc. Certified Training sessions for Chairside assistants, team building activities all have been a part of the training module in the company and it paved a way for the growth of the company. Training was also done in BLS and ALS.

Apollo WHITE dental was awarded the Best Chain of Dental Clinics by the third edition of International Medical Tourism Congress (IIMTC) that was conducted by Incredible India, Telangana Tourism, Russian health care travel council, Oman Medical Association and Turkish Healthcare travel council.

Apollo WHITE dental had a fantastic finish in December, 2016 pocketing two awards – Clinic of the Year and Best Clinics Interiors at the prestigious FAMDENT Awards. But to crown them all, Apollo WHITE Dental was ranked as the No.1 Dental Clinic in Chennai, Bangalore, Delhi, Pune, and Ahmedabad in the Times of India and i3Rc survey conducted nationwide researched using 3 major modules i.e. desk research, factual survey & perceptual rating survey followed by scientifically developed analysis & ranking process. The clinics were ranked second in Mumbai and Hyderabad. Recognition of Apollo WHITE Dental, by the public and the dental fraternity was evident. Apollo WHITE Dental looks forward to a great journey in 2017 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 closer 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 Renal 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 the Public Private Partnership (PPP Model). The Company has also set up PPPs (Public Private Partnerships) in association with the Government of India (CGHS Delhi) and Uttaranchal Government (Apollo Dialysis Clinic in Coronation Hospital, Dehradun), and is moving ahead aggressively on this front.

A new facility was inaugurated at the Apollo Spectra Hospital at MRC Nagar.



Apollo WHITE Dental Awarded as the Best Dental Center at 3<sup>rd</sup> International India Medical Tourism Congress 2016

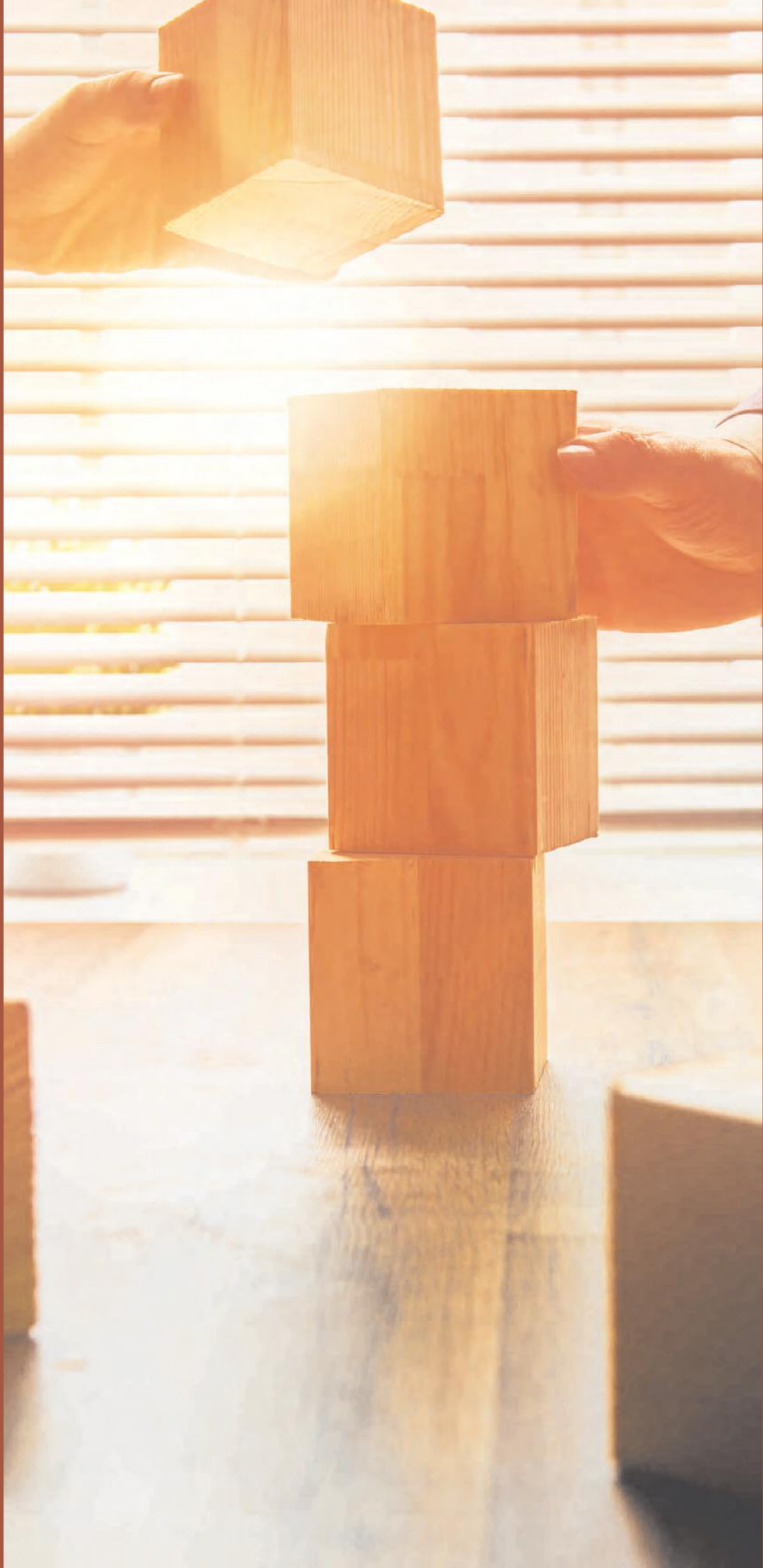


Apollo WHITE Dental Spa in Mumbai, India has won the Famdent Excellence in Dentistry Awards under the category of best clinic interior of the year 2016.



Apollo WHITE Dental Spa on Khader Nawaz Khan Road has won the best clinic of the year 2016 famdent Excellence in Dentistry Award

# HUMAN RESOURCE



Ms. CHANDRA GANJOO,  
EXECUTIVE DIRECTOR & GROUP CPO



## **P3! People, Performance & Process .....This was the focus for Year 2016.**

Emphasis on employees' professional needs and necessities is always HR's prerogative. We understand the importance of providing right skills, tools, and opportunities to our employees. We make sure that enough support in terms of processes and on-the-job training is provided to our people so that they achieve their goals with great level of satisfaction. Training & Development of our employees, rewards and recognition along with the engagement programmes has been the key focus in the year 2016-17. Expansion of teams, development of individual skills, implementations of HR software, integration of teams/cultures & employee connect has helped the HR department in being a preferred partner, by our business teams.

Initiatives like Town Hall Meetings has given the opportunity to every employee of the company to share his/her opinion, suggest improvement areas and clarify their doubts if any. This has helped us to maintain our core philosophy of being a company which gives equal opportunity for learning and personal growth to all its employees. We encourage honesty in thoughts, creativity and innovation of new ideas for improving the effectiveness of our organization. We respect the attitude of each Trivironian and I salute the spirit of every Trivironian for their passion, involvement and belief in our GOALS and DREAMS. I wish you, your family and all the near and dear ones a very Happy New Year.



## P3 - PEOPLE, PERFORMANCE & PROCESS



The Trivitron annual strategy meets kicked off at Bangalore, Chennai, Delhi and Mumbai. It offered a great chance for Trivitronians to plan the year ahead and brainstorm innovative ideas to help improve people, process and performance in their respective divisions.

## WOMEN'S DAY SPECIAL

International Women's Day is celebrated in many countries around the world on March 8. It is a day when women are recognized for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic or political.

As an equal opportunity employer, Trivitron has always celebrated its women employees and given them their rightful place in the organization. The Women's Day celebration at Trivitron was one more occasion to recognize the extra-ordinary achievements and contributions of women employees at Trivitron.



## EMPLOYEE ENGAGEMENT MEETS

CHENNAI: 25<sup>th</sup> June 2016 | MUMBAI: 16<sup>th</sup> July 2016

ACTIVITIES: Yoga, TED talks, Leadership talks, Motivational Speeches, Open House (Q&A section)

HIGHLIGHT: Open Forum /Q&A - a platform for employees to voice/share their suggestions to the management.

DELHI: 12<sup>th</sup> December 2016

ACTIVITIES: Out Bound Training, Leadership talk, Open House (Q&A session)

HIGHLIGHT: Employees signing a poster of commitment and team work.

KNOWLEDGE PARTNER: Mr. Chander from CS & Associates



## HR – LEARNING & DEVELOPMENT IN 2016



Trivitron believes that its most valuable assets are its employees, and views training and development as an integral and vital part of its personnel policy and one of its Key Objectives.

In line with the Key Objectives of the Organization, Team HR (L&D) is focused and dedicated to bring in the new Initiatives. Year "2016" was another success story; the year was started with a fool proof Training Needs Assessment, with all new and unique approach. The Behavioural Competency Matrix of the Group has been integrated with a Psychometric Tool post successful validation of the scores and the results in order to gauge the current competency levels of the individual. We thus arrived at the Training Needs which we intended to deliver in 2016.

There have been successful interventions in the form of Training Programs commenced on a Pan India basis. We had achieved Pan India coverage of 81% with a Satisfaction Score of over 90%.

For our employees outside India, interventions on "Cross Cultural Initiatives" were the highlight which was well received and appreciated by the participants.

The Senior Management was introduced to the concept of one-on-one Mentoring. Initial batch were handpicked based on their excellence in performance and TNI. Each participant was given an option to select their own Mentor from the Selected Pool who can further help and guide them on their current assignment and future career plans. This concept of Mentoring is just the beginning and the management shall accommodate more such employees in subsequent batches in the near future.

New Joinee Induction & Orientation Program got structured further, so that new employees and their ability can be successfully integrated into the workplace. Now it does not only talks about the process and Organization, rather it also focuses on Cross Functional Trainings and process Automation.

### In the pipeline:

- The Leadership Team has been scheduled to be provided with individual Interventions.
- Training Program in Q4 on a Pan India basis for all the Support Staff and select Field Staff.
- Zone wise review and follow-up sessions for Trainings completed.



### WORLD ENVIRONMENT DAY CELEBRATIONS

Having the heart in the right place, 'the World Environment day' celebrations happened all across the regional offices of Trivitrion to create awareness on protecting our environment. With a theme of 'Making the world a better place to live', various activities like painting competitions were conducted – at the regional and group levels. Tree Saplings were planted in all the regional offices as a part of the CSR initiative.



# AWARDS & ACCOLADES



## **TRIVITRON BAGS MEDICAL EQUIPMENT COMPANY OF THE YEAR AWARD AT ASSOCHAM MEDCON 2016**

pharmabiz.com, 11th March, 2015

Trivitron Healthcare has bagged the medical equipment company of the year for 2016 awarded by Assocham. This award was given away by Union minister of state for Chemicals & Fertilizers, Hansraj Gangaram Ahir.

Shri. Trivitron has been pioneering development of cost-effective medical technology solutions and services. The company through successful organic growth and inorganic acquisitions has invested over Rs. 500 crore in medical device manufacturing and is the largest medical technology company of Indian origin. Its 8 manufacturing facilities are across Chennai, Mumbai, Pune and Helsinki- Finland and products exported to over 165 countries.

The award was a recognition to boost domestic manufacturing of medical equipments in line with Make in India campaign.

"We are honored to receive the award from Assocham India for showcasing India as a preferred global destination for medical devices innovation and manufacturing initiatives. The company has grown since its inception in 1997. We are recognized as the world's second largest manufacturer of new born screening products," said Dr. GSK Velu, Chairman and Managing Director, Trivitron Group of Companies.

## **Dr. GSK.VELU IS HONORARY CONSUL OF THE REPUBLIC OF ESTONIA IN CHENNAI**

Dr. G.S.K. Velu was chosen for this prestigious honour based on his distinguished reputation in the Indian healthcare industry and his business acumen in bringing the latest innovations and path breaking technology to provide advanced healthcare at an affordable cost. As Honorary Consul, Dr.G.S.K. Velu will work towards strengthening relations for sustainable growth and development between India and Estonia - promoting business, culture, tourism, education and developing strategic business collaborations. The appointment of Dr.G.S.K. Velu will enhance bilateral trade between the two countries with focus on biotechnology, cyber security healthcare, tele-medicine and education.

On receiving the honour, Dr. G.S.K. Velu, Chairman & Managing Director, Trivitron Group of Companies said, "Estonia needs to be appreciated for its progressive initiatives like 'e-residency', which enable entrepreneurs in India and around the world to establish a real company in the country, online, in less than 15 minutes including a bank account. This allows them to engage in business operations by signing documents digitally from India and trading across Europe.

### Trivitron Chennai unit to make kits to screen newborns

Technology developed with Finnish company... The units will be used to make kits at 1000 units... The units will be used to make kits at 1000 units...



Trivitron HealthCare, a medical device manufacturer, has made a kit to screen newborns for congenital hypothyroidism...

Business Line, February 04, 2016

### Trivitron hosts symposium on haemoglobin measurement

Chennai, Nov 13: Trivitron HealthCare, the largest medical technology company in India... The symposium was held in Chennai... Garry John, Expert in Clinical Biochemistry and Immunology, added...



Garry John

Trinity Mirror, November 11, 2016

### Trivitron seeks partners for x-ray unit

Chennai: Trivitron HealthCare, a medical device manufacturing company, is seeking technology collaborators for its new X-ray making unit... The new project will come up in three towers to make radiology, diagnostics, renal care and operating room equipment among others...

The Hindu, March 04, 2016

### EXPORTS OUR PRIMARY FOCUS

Trivitron HealthCare was founded in 1997 by GSK Velu, a first generation entrepreneur who built a company on the premise of delivering cost-effective medical technology solutions and services to the under-served...



Trivitron is in the medical technology space which has been suffering from slow growth... The company has been successful in exporting to over 165 countries... He spoke to Financial Chronicle. Excerpt

Financial Chronicle, November 19, 2016

### How Trivitron plans to take on MNCs in multiple segments of medical devices

The trick is to acquire businesses, gradually and achieve a critical size, says GSK Velu... The company has been successful in exporting to over 165 countries... He spoke to Financial Chronicle. Excerpt



The hindu Business Line, December 24, 2016

### ₹500-crore Trivitron plant inaugurated

Chennai, Feb 15: Medical devices company Trivitron Group has inaugurated its Lab Systems Diagnostics (LSD) facility, an Indo-Finnish joint collaboration, at Trivitron Medical Technology Park near...

The Financial Express, February 16, 2016

### GSK Velu Sets up 2 Funds worth \$175 m

Chennai: GSK Velu, founder of Trivitron HealthCare, has set up two private equity funds worth \$175 million... The funds are aimed at supporting startups in the medical technology space...

The Economic Times, March 07, 2016

### Medical devices industry pins hopes on regulatory body, import duty cut

Chennai: The medical device industry is pinning its hopes on the regulatory body to streamline the process... The industry is also looking for import duty cuts to boost growth...

Times of India, December 12, 2016



# CUSTOMER SUPPORT



- The 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 for the entire population
- 9 manufacturing facilities that are GLP, GMP certified and spread across Chennai, Mumbai, Pune, Finland and Turkey, 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 brand acceptance amongst the physician population world over.
- Innovation centers in partnership with globally leading technical and medical education institutes, backed by 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.
- 1200+ channel partners that work in unison with the Triviron team to ensure product reach across all territories
- 24 X 7 Customer Support in case of installation issues +91 98400 80008
- Triviron Healthcare is awarded as the 'Medical Equipment Company of the Year 2016' at ASSOCHAM Medcon.
- Over 1500 people on the rolls of the company including medical and paramedical staff, who are being provided with Continuous Medical Education (CME) training and skill development to keep themselves abreast of the trends in the medical device space.

# GLOBAL PRESENCE



## CORPORATE OFFICE

#15, IV Street, Abhiramapuram, Chennai - 600 018.  
Ph: +91 - 44 - 2498 5050 (6 lines), 4347 7800, Fax: +91 - 44 - 2498 5757  
groupmarketing@trivitron.com,  
[www.trivitron.com](http://www.trivitron.com) | [www.kiranxray.com](http://www.kiranxray.com) | [www.labsystemsdx.com](http://www.labsystemsdx.com)

## REGIONAL OFFICES

### New Delhi

B-1/A-12, Second Floor,  
Mohan Co-operative Industrial Estate,  
Main Mathura Road,  
New Delhi -110 044.  
Ph: +91 - 11 - 4135 4650 / 51 / 52  
Fax: +91 - 11 - 4167 6476

### Mumbai

D-117, TTC Industrial Area, Nerul,  
Navi Mumbai, India - 400 706.  
Ph: +91 - 22 - 2768 2211  
Fax: +91 - 22 - 2767 1790

### Bangalore

No. 201, Sreenilaya, Ground Floor,  
5th Cross, 10th 'D' Main,  
1st Block Jayanagar,  
Bangalore - 560 011.  
Ph : +91 - 080 - 4113 7366

### Dubai

Star Trivitron LLC.,  
Gate No. 10, 3rd Floor,  
Office #3-D, Hamarain Center,  
P.O. Box: 505021. Dubai, UAE.  
Ph : + 971 4 2399910  
Fax: + 971 4 2397281  
[www.startrivitron.com](http://www.startrivitron.com)

### Training and Development Center

#506, Building No. AP/26,  
Dubai Healthcare City,  
Dubai, UAE.

### Abu Dhabi

Hamdan Street, P.O. Box: 37115,  
Abu Dhabi, UAE.  
Ph: + 971 2 6779894  
Fax: + 97 2 6779691

### Kolkata

1st Floor of Premises No. GF 12,  
1953, Rajdanga Main Road, P.S Kasba, Kolkata - 700 107.  
Ph: +91 98837 95491 / 92, Fax: +91 - 33 - 2442 0326

### Pune

Plot No. A102, H Block, MIDC, PIMPRI,  
Pune - 411 018. Ph: +91 - 20 - 2747 2323 / 3266 0761  
Fax: +91 - 20 - 2746 1458

### Cochin

2<sup>nd</sup> Floor, North Square, Paramara Road,  
Near Town Hall, Cochin - 682 018.  
Ph: +91 - 484 - 239 6433,  
Fax: +91 - 484 - 405 2652

### Pondicherry

No. 10 & 11, 6th Main Road, Bharatidasan Nagar,  
Mudaliarpet, Pondicherry - 605 004.  
Ph: +91 - 413 - 309 0405

## INTERNATIONAL OFFICES

### Finland

Labsystems Diagnostics Oy,  
Tiilitie 3, 01720, Vantaa, Finland.  
Tel : + 358 20 155 7523  
[www.labsystemsdx.com](http://www.labsystemsdx.com)

### Turkey

Bome Sanayi Urunleri DIS TIC. A.S.  
Sokullu Mehmet Pasa Mah.  
1361. Sokak (Eski 6. Sokak)  
No: 6/A 06460, Sokullu, Cankaya, Ankara, Turkey.  
Ph: + 90 312 479 33 30  
Fax: + 90 312 478 37 18  
[www.bome.com.tr](http://www.bome.com.tr)

### Sri Lanka

No 55, Negombo Road, Paliyagoda, Sri Lanka.  
Ph: + 94 -11 - 534 4444  
Fax: + 94 -11 - 534 4400 / 291 3910