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DR GSK VELU: THE PROTAGONIST OF AFFORDABLE HEALTHCARE

DR GSK VELU
Chairman & MD, Triviron Healthcare.
Chairman, Neuberg Diagnostics

Technocrat, first generation serial entrepreneur, parallel entrepreneur as named by the media, Dr GSK Velu has been working tirelessly to make quality healthcare affordable and accessible to people across all social, geographical, ethnical and economic background. As an entrepreneur, Dr Velu is transforming the healthcare sector by bringing pathbreaking medical technologies within the reach of masses. Crossing a new milestone each year, the trailblazing achievements of Dr Velu has gradually revolutionized medical technology in India and abroad. Dr Velu today, leads a consortium of laboratory chains, chain of super-specialty eye care hospitals, chain of multi-specialty hospitals, dental & renal care clinics chain and multiple healthcare investment vehicles.

A visionary by heart, an Industrialist by accident

A versatile genius, Dr Velu is a man with rock-solid determination and iron will, who always followed his passion. Brimming with positivity, he is a man who has turned out every challenge that came his way, into an opportunity. While he was a teenager, he was moved after witnessing the sufferings of people due to lack of adequate healthcare facilities in his village. This had an impact on his mind and made him envision a society with access to world-class healthcare, capable enough to guarantee a healthy and a happy life for all. Dr Velu transformed his dreams into passion and kept on following it, combining it with hard work and dedication.

An ardent advocate of reforms in healthcare sector, Dr Velu has always been at the forefront in encouraging indigenous manufacturing. He understands the evolving needs of healthcare and is of the opinion of bringing latest technologies in India. He has been a pioneer in introducing some of the most advanced medical technologies in the country. All his business ventures carry forward his vision and under his mentorship, conduct innovative research in field of Newborn Screening, Radiation Protection & Diagnostics, In Vitro Diagnostics and Critical Care & Lifesaving Solutions.

Dr Velu has been deeply inclined to contribute for the society. Apart from contributing towards the society through his business initiatives, he has also been actively steering initiatives focused towards education and well-being of the needy.

The pursuit of excellence

Born in an impoverished family of southern Tamil Nadu, Dr Velu cherished the dream of medical education however, due to circumstances beyond his control could not make it into medicine. Dr Velu completed his graduation from BITS Pilani and soon after, to support his family, began working at a very young age.

Dr Velu started his career from a health technology company where he remained associated for a considerable period of time. Working for a leading healthcare organization, Dr Velu, was acquainted with the challenges and gaps that existed in the healthcare system. Also, he has received significant exposure of international markets and global trends. It was in the year 1997, Dr Velu, realising his vision of affordable and accessible healthcare, decided to build a company on the premise of delivering cost-effective medical technology solutions and services-Triviron.

Entering into the diagnostics space, in 1998, Dr Velu co-founded pathology lab chain—Metropolis. One of the founding pillars of the enterprise, Dr Velu was instrumental in the establishment, success and growth of Metropolis. After having spent 18 years with Metropolis, in 2015 Dr Velu sold his stakes in the partnership venture to start a new diagnostic chain – Neuberg Diagnostics.

Established in the year 2017, Neuberg Diagnostics is an international alliance of leading pathology chains operational in India, UAE and South Africa. The pathology chain is on a high growth trajectory and within two years of inception, has emerged as one of the top four pathology chains in India. Neuberg diagnostics is slowly, and surely, poised to become the largest pathology chain in India.

Dr Velu's entrepreneurial acumen is so evolved that every business

initiative being undertaken by him is bound to succeed. He has touched each and every facet of healthcare. Maxivision, a chain of super specialty eye care hospitals has been providing pioneering ophthalmology service. Maxivision is the best eye care hospital in Hyderabad and is one of the top chains of ophthalmology hospitals in India.

Similarly, Apollo White Dental and Apollo Dialysis, a group of dental and dialysis clinics, have shown exponential growth under the mentorship of Dr Velu. These establishments are today one of the leading service providers in their respective healthcare verticals.

In his efforts to provide affordable holistic healthcare services, Dr Velu has also been instrumental in the working of Kauvery Hospitals. Extending Dr Velu's vision, Kauvery Hospital is a leading, multi-specialty hospital offering best-in-class medical services since 2 decades. With paramount focus on patient care, patient safety and patient satisfaction Kauvery hospitals have branches spread throughout the southern part of the country. The chain of multi-specialty hospitals is one of the top 10 hospital chains in the country and is witnessing significant rise in its national and international profile under Dr Velu.

On the other hand, Trivitron, which started as a medical devices trading company, grew by leaps and bounds and moved to manufacture Medical Imaging equipment, pathology equipment, clinical reagents & kits and other medical technologies. Today, a little over twenty years of its establishment, Trivitron has emerged as one of the largest Indian healthcare organization dealing in key hospital & pathology equipment, reagents, kits and technologies. With products exported to more than 180 countries, Trivitron Healthcare has international presence in Africa, UAE, Europe, China and the Americas.

Multiple feathers in cap

Dr Velu is perhaps, one of the most decorated Indian health technology leaders. Amidst the international competition, Dr. GSK Velu positioned India on the world healthcare map. The sprawling Trivitron Medical Technology Park which is South Asia's first state-of-the-art medical technology manufacturing facility, dedicated to yield advanced medical technology products, is the outcome of Dr Velu's commitment and hard work. He is the man behind the conceptualization and success of Trivitron group of companies, Neuberger Diagnostics, Maxivision Eye Hospitals, Kauvery Hospitals, Apollo White Dental, Apollo Dialysis, Stakeboat Capital and GSK Ventures.

Dr Velu has proved his mettle by achieving some of the most inspiring accomplishments. He has been the torchbearer of the 'Make in India' campaign and has been playing a significant role in strengthening India's manufacturing capabilities, scientific expertise and the healthcare ecosystem. Expanding his vision beyond borders, Dr Velu has through multiple acquisitions, entered almost every continent. He plans to expand each of his undertakings at global level.

Dr Velu's efforts have been recognized multiple times and he has been a recipient of prestigious awards and accolades. Dr Velu has also been recognized as Person of the Year by one of the leading media houses of the nation. Further to that, under Dr Velu's leadership, his various enterprises has received numerous awards, accolades and recognitions.

The journey ahead

Dr Velu has embarked on a journey to make India world leader in medical technology and healthcare. He is focused towards expanding Trivitron's footprints. Under his guidance, Trivitron Healthcare is investing in futuristic R&D to create cutting-edge health technology products. Dr Velu aims to integrate AI with revolutionary health sciences including genetics and newborn screening to create advanced health technology for the gen-next. He also plans to make use of robotics to design all-inclusive diagnostic workstations and analyzers that are self-sufficient

to conduct a number of tests and assays.

Trivitron's imaging division Kiran medical systems today, is a common name in radiation protection apparels and radiological diagnostics systems, the presence of which can be felt at almost every healthcare establishment. Likewise, Lab systems Diagnostics OY (Finland) and Borne Trivitron (Turkey) is doing extremely brilliant in Newborn Screening with the former being a preferred name for newborn screening, screening more than 8 million babies from 80+ countries every year and the latter being associated with the Turkish Government to share its capabilities for the Turkish national health program. Trivitron Healthcare Africa and Trivitron Healthcare Middle East have

picked up pace in respective geographies leaping towards newer benchmarks.

Dr Velu plans to leverage the functioning of all his business initiatives so that India emerges as the top destination for advanced healthcare and revolutionary medical technology. Trivitron group of companies is increasing its product lines by adding more products and technologies and is facilitating development of custom-tailored products for developed, developing and the underdeveloped economies. Also, Trivitron is exploring opportunities to collaborate with various state governments to contribute towards various public health Programs. Dr Velu shall continue to invest in advanced R&D to develop futuristic technology for healthcare, thus continue speaking the language of care, for all.

Dr Velu sees future filled with endless possibilities. With an objective of making healthcare a fundamental right of people, he has left no stone unturned to bridge the gap that exist between quality healthcare and accessibility, and shall keep on doing so. A harbinger of quality healthcare for all, Dr Velu is on a global mission with a local heart. ■



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