

# Transforming Lives

## Through cutting edge Med-Tech innovation – Mr. Satyaki Banerjee



**MR. SATYAKI BANERJEE**  
CEO-Kiran Medical Systems

### As a World Leader in Radiation Protection, What are the latest innovations from Kiran?

Kiran has been developing light weight Radiation Protection Apparel over the years using novel core material technologies; Ultralite, Zerolead are examples of such lightweight Aprons that Kiran have been offering since 2010. Our Latest Launch, ZeroLead Air is a quantum leap in this endeavour, made possible through extensive research in particle engineering and nano technology. These Aprons use metal micro particles and are 10% lighter than existing ZeroLead Aprons without compromising the radiation attenuation levels that Kiran Aprons are known for. The use of novel plasticizers ensure that the Aprons offer a soft and supple feel further enhancing the comfort. All ZeroLead Air Aprons would feature Kiran's Satin Touch fabric with Anti-microbial Nano-Technology coating and is expected to set a Global benchmark in the Premium Radiation Protection Segment.

### What are Kiran's Plans for 2020?

Kiran has a two pronged strategy towards research. The first approach will be to deliver the maximum value to our customers through incremental innovation in Products like Digital

Kiran is committed to the field of Medical Imaging and has been offering Research Oriented World Class products for 4 decades. Kiran has emerged as a World Leader in Radiation Protection and a major global player manufacturing C-Arms, Digital Radiography, Digital Mammography, Ultrasound Scanners and Contrast Media. We discuss the various dimensions of Kiran in detail, through this interview, with Mr. Satyaki Banerjee – CEO, Kiran Medical Systems, A Division of Trivitron Healthcare.

Radiography and Digital C-Arm; making state-of-the-art technology available even in mid-end systems to deliver maximum tools and functionality at a given price point. These incremental innovations are well received by our customers in India as well as emerging markets like Africa & Latin America.

On the other hand, Kiran has started working on Breakthrough innovation in Advanced Imaging modalities that will significantly impact care-delivery. Artificial Intelligence and Deep Learning are our major focus areas. We foresee a paradigm shift in the way overall patient care will be delivered through these new technologies and Kiran will the flag bearer from India in making these innovations accessible and affordable to every part of the World.

### What are the focus geographies for Kiran in 2020?

Following "Think Global, Act Local" approach of our Chairman, Dr. GSK Velu, Kiran's fundamental focus has been on creating a Global presence with a strong Local connect.

The key focus geographies for Kiran in 2020 are South East Asia, Middle East & Africa, Latin America, North America, Europe & Japan along with India.

### Kiran's transition into a full-fledged med-tech company has been quick. How was this achieved?

Customer centric R&D, Efficient Manufacturing and Compliance to Global Quality Standards have been the 3 Pillars of Kiran's strength right from the beginning. We have spent a good amount of time listening to our customers, understanding the workflow in a medical setup, identifying gaps and then developing products with great agility. Combining this with customer obsessed Sales and Marketing teams, we have been able to transition from being a Consumables & Accessories only Company to a full-fledged Med-Tech Company in a very short span of time.

### What is the Long term Vision for Kiran?

Building on our promise of making Healthcare accessible and affordable, the long term vision for Kiran is to emerge as a Global Imaging player with extensive portfolio of imaging products; CT, MRI, Ultrasound, Radiography, Surgical Imaging, AI enabled PACS, Contrast Media & state-of-the-art Radiation Safety.



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