



TRIVITRON SMILES

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► FROM THE FOUNDER'S DESK

Greetings from the Trivitron family!

Let me start by sincerely thanking you for the confidence you have shown in Trivitron Healthcare over the years. Your trust and support has helped us 'speak the language' of different specialities of medicine within India and abroad. And it gives me great pride to be able to brief you on progress of the various initiatives undertaken by Trivitron Healthcare.

Trivitron Healthcare now has a direct presence in ten countries, offering customized medical technology and services solutions to our customers. We do this both through collaborations with the best multinational technology companies in the world, and through our own indigenous manufacturing initiatives. In fact, we are the first organisation to set up a medical technology park in India, developing and manufacturing cost effective medical technology products of international standards.

2009 saw us add Boston Scientific, Hologic and Technolas Perfect Vision (division of Bausch & Lomb) to the list of international equipment, devices and diagnostic brands that we represent in India. This was an added boost to our image as a truly neutral healthcare solutions provider – especially after we added Gambro and Siemens last year.

Our drive to identify and source the best combinations in the world comes from our obsession with listening to healthcare specialists in order to solve their problems. And we would never claim to have the world's largest range of medical technology solutions if we could not bring it to you with the most important aspect of it all – technical support. A survey we did 8 years ago rated us the best in terms of after sale service and today our dedicated team of 400+ technical and application specialists are at your service 24 /7 from 15 regional offices striving hard to live up to that reputation.

Our goal is to be the people you think of when it comes to any form of medical technology. Currently, our range of solutions is focused on cardiology, radiology, laboratory diagnostics, intensive care, nephrology, women's health, neurology, gastroenterology, Operating Room and surgery. We also have solutions for ophthalmology and endocrinology.

Trivitron healthcare is constantly looking at improving its offering to you and we look forward to your continued support in terms of feedback, suggestions, recommendations or even conceptual ideas. We have recently re-discovered the energy with which we started and you will be hearing more from us in the days to come.

Regards

Dr. G. S. K.Velu

Managing Director
Trivitron Group Of Companies



From left: Mr. Sameer D Saral, Deputy Managing Director, Trivitron, 2nd from left, Prof. Job Kurian, Dean, IIT Madras (sharing MoU), Center: Prof. M.S. Ananth, Director, IIT Madras, Right: Dr. G.S.K. Velu, Managing Director, Trivitron Group of Companies, Prof. R. Krishna Kumar, Head, Design Engg Dept., Dr. Balakrishnan, Consultant Cardio Thoracic Surgeon, Malar Fortis Hosp, Chennai

A first of its kind initiative in India to bridge academia and the medical technology industry

Trivitron Healthcare has signed a Memorandum of Understanding with IIT Madras to set up the 'Trivitron Innovation Center'. It is India's first industry-academia partnership of its kind in the medical technology space. As a center of excellence for biomedical research, development and design in IIT Madras, it will offer own-design, innovative and cost effective medical technology solutions.

The Trivitron Innovation Center is a result of the belief that if the industry, academia and doctors work together with world-class infrastructure and have access to multidisciplinary engineering expertise, India can develop its own cost effective medical devices and instruments.

Trivitron found a like-minded partner in IIT Madras, which has some of the best talent in the world in engineering design with a specific focus on biomedical design and development expertise.

The initiative will catapult Trivitron to become a game changer in the industry with its own design center offering innovation, designs and IPs in medical technology to the country and emerging markets of

the world. It will help IITians bring commercially viable medical devices into the market through continuous interaction and input from Trivitron engineering, manufacturing & support teams.

The center will be exclusively funded by Trivitron, which will invest 15-20% of its profits in R&D. In phase I, around 2-3 crores has been invested to create a biomedical engineering design lab. In this phase, the alliance is working to design and develop medical devices products in the area of critical care, renal care, lab diagnostics and imaging diagnostics. Trivitron will house 6 to 8 exclusive scientists in the Innovation Center to work on the projects and the same will be enhanced as the project progresses.

Trivitron will soon be developing a more comprehensive center in the Trivitron Medical Technology Park at Sriperumbudur near Chennai for cross-utilization and expansion. In due course, the center will be transformed into an outsourced design and development center platform for MNCs and Indian Medical Device manufacturers.

Inauguration of The Trivitron Medical Technology Park



Hon'ble Deputy Chief Minister, Thiru M.K. Stalin inaugurating the Trivitron Medical technology Park left to right- Dr. Prathap C Reddy, Chairman, Apollo Group of Hospitals, Dr. G.S.K. Velu, Managing Director, Trivitron Group of companies, Mr. V.R. Venkatachalam, Chancellor, Sri Ramachandra University, Mr. V.K. Subburaj, Principal Secretary, Health & Family Welfare, Govt. of Tamil Nadu.

The Trivitron Medical Technology Park, South Asia's first State-Of-The-Art Medical Technology manufacturing facility was inaugurated on the 25th of January 2010 by Hon'ble Deputy Chief Minister, Thiru. M. K. Stalin. The facility is spread over 25 acres at Irungattukottai, Sriperumbudur, Tamil Nadu. The Trivitron Medical Technology Park will

- Manufacture an indigenous line of products designed especially for Indian markets.
- House ten international medical technology manufacturers, the first of which is 'Aloka Trivitron Medical Technologies'.
- Manufacture products that will adhere to international standards such as ISO 9000-2001, ISO 13485, CE, US FDA & Japan MITI certifications.

The range of products to be manufactured at the medical technology park include:

- Ultrasound systems
- X-ray machines / C-arm
- In-vitro diagnostics reagents
- Modular Operating Theatres
- Operating room tables and lights
- Molecular diagnostic products
- ECG / Cardiac diagnostic instruments
- Critical Care instruments
- Implantable medical devices

Apart from our indigenous initiatives to manufacture hematology instruments / reagents, dialysis concentrates etc., and collaborations with IIT Madras, Anna University, SRMU and other leading Medical and Engineering leaders, we have also set up joint ventures and manufacturing initiatives with several national and international leaders in medical technology.

We are not just stopping at making the best medical technology accessible to every healthcare professional in India, but are also extending our reach into other emerging markets in South Asia, South East Asia, Middle East and Africa.

► Putting India on the Global Map for Manufacturing in Medical Technology

The First Facility at Trivitron Medical Technology Park - Aloka Trivitron Medical Technologies.



Dr. Pratap C Reddy, Chairman, Apollo Group of Hospitals, lighting the ceremonial lamp.



Hon'ble Deputy Chief Minister, M.K. Stalin being given a tour of the facility

The first facility in Trivitron Medical Technology Park, Aloka Trivitron Medical Technologies, was inaugurated on 25th January 2010 by Dr. Pratap C Reddy, Chairman, Apollo Hospitals Group.

Trivitron's vision is to bring the latest in world-class medical technology within the reach of all medical professionals by making it more affordable all over the world. This inspired the organisation's recent foray into indigenous manufacturing to provide quality, cost-effective alternatives to the medical fraternity in India and abroad.

Aloka Trivitron Medical Technologies is a joint venture between Aloka, Japan - innovators in ultrasound systems and Trivitron to manufacture ultrasound systems, color dopplers and advanced imaging systems in India. The first imaging products of this association, the SSD 500 and Color Doppler were manufactured from the temporary facility at Poonamallee, Chennai in Feb 2009 and Sep 2009 respectively.

with the help of a specialist technical expert from Spain. This facility will cater to both domestic as well as foreign markets. Products are expected to roll out by the end of 2010.



The Bhoomi Puja to mark the laying of the foundation stone of the manufacturing facility of Bio systems Trivitron Diagnostics Pvt Ltd. at the Trivitron Medical Technology Park, at Irungattukottai on 19th September 2009.

Bhoomi Puja, Biosystems Trivitron Diagnostics Pvt Ltd. (One of the largest In Vitro Diagnostics manufacturing facility in Asia)

The bhoomi puja to mark the laying of the foundation stone of the manufacturing facility of Bio systems Trivitron Diagnostics Pvt Ltd. at the Trivitron Medical Technology Park was done in presence of Dr. G.S.K. Velu, Mr. Paul Villa of Biosystems, Mr. Sameer Saral, Deputy Managing Director and Ms. Prema, Chief Financial Officer of Trivitron. Biosystems, Spain, is one of the leading manufacturers of clinical chemistry reagents & instruments, immunofluorescence reagents & instruments, immunoturbidimetry reagents, etc. for over 3 decades now. The company has its manufacturing facility at Barcelona. Our facility will be the first outside of Spain for clinical chemistry products manufacturing. The estimated total volume of reagents that will be produced in the plant is about 1, 50,000 ltrs/year in Phase I. The plant will be set up

► New Joint Ventures in Manufacturing

Johnson Medical, Sweden to manufacture/ technology transfer of Modular OTs, Pendants and other surgical solutions



Trivitron has acquired Johnson Medical, Sweden's India business to manufacture surgical technology solutions in OT and CCU. Johnson Medical is a designer, manufacturer and solutions provider for the healthcare industry. Johnson Medical owns more than 35 patented products and it counts more than 15 years of innovation during which it has helped make a positive difference in the lives of patients and care givers. Johnson Medical is in facilities engineering, Medical gas pipeline solutions, Heat Ventilation and Air Conditioning, and other

engineering services. Johnson Medical provides patented products in OT areas and solutions of the highest standards in the industry, like the out guided Airflow system which preserves an ultra clean environment coupled with amazing energy efficiency for the dynamics of surgery. **All our products are CE marked and patented. Johnson has installed 70 Modular Infection Free Operation Theatres and over 200 Pendants in OT and ICU across India.**

ET Medical Devices, Italy to manufacture Cardiac Diagnostic Instruments in TMTP



Trivitron announces its association with ET Medical Devices, Italy to manufacture cardiac diagnostics instruments in TMTP. **The new venture will be known as ET Trivitron Medical Solutions.** With over 50 years of experience and market understanding, ET Medical Devices is committed to building the finest in cardiac instruments technology. This venture will set up its facility in TMTP to manufacture and market advanced cardiac diagnostic instruments including

ECG systems, Stress test systems, Holter systems, ABPM recording units, monitoring systems and telemedicine IT solutions.

Vision Engineering to manufacture CE certified X-ray / C-arm systems

Vision engineering, a Trivitron Group company based in Pune, and the second manufacturing hub of Trivitron, has been modernised. The CE certified X-ray and C-Arm machines manufactured in the facility will not only bring imaging technology closer to doctors across the country but will also be marketed under Trivitron's Pride Series banner to cater to emerging global markets in South East Asia, South Asia, Middle East and Africa. Recently, Vision Engineering has exported its CE certified X-ray machines to the U.K. Trivitron will soon be initiating a new state-of-the-art R&D to manufacture Portable Cathlabs in the new facility.



Transforming refractive surgery in India

Trivitron has signed an agreement with Technolas Perfect Vision to provide refractive surgical solutions in India thus expanding its horizon to cover the ophthalmic segment. **Technolas Perfect Vision (TPV) is a new global company born out of a joint venture between Bausch & Lomb's Refractive Surgery unit and 20/10 Perfect Vision. TPV offers a comprehensive refractive product portfolio delivering the widest range of advanced refractive surgery solutions. TPV has already established itself as a formidable force,**



with over 66 installations in India which includes premier institutes like Aravind Eye care, Madurai; LVPEI, Hyderabad; AIIMS, New Delhi; Command Hospital, New Delhi; Vasan Eye Care Hospitals, Maxi Vision, Hyderabad; The Eye Foundation, Coimbatore etc.

TPV will bring to the market, innovations in excimer and femtosecond laser technologies focused primarily on the correction of presbyopia. A comprehensive service and support structure is already in place to provide surgeons with training and applications support as they adapt their clinics to service this exciting new patient segment.

Technolas Perfect Vision is introducing two new approaches to the correction of presbyopia: INTRACORTM, the revolutionary treatment for the intrastromal correction of presbyopia with its femtosecond laser FEMTEC®, and PresbyLasik, where presbyopia correction is carried out by the ZYOPTIX® laser.

Hexel Consultancy Services

Hexel, a division of Trivitron Group of Companies focused on consultancy services, provides a range of strategic and support based solutions to healthcare organisations. Hexel's USP includes experienced leadership, strong multidisciplinary team and an ability to transcend size and scale.

Hexel provides Project Consultancy Services to set-up Healthcare Projects for New hospitals / medical college projects with focus in Feasibility-assessment, business modelling, Fund Mobilization & Project Coordination, Functional and Architectural Brief for planning efficient Hospitals.

Hexel has been associated with Sonnenhof Swiss Health (SSH) for quality and hospitality enhancement. Sonnenhof Swiss Health of Switzerland is a leading accreditation service provider in Healthcare. The alliance with SSH provides support towards infusing EFQM based Total Quality Management systems, Standard Operating Protocols, Clinical Governance Practices. Hexel-SSH also supports systematic training of the TQM team for sustaining international standards & imbibes world-class practices for excellence in care delivery and hospitality.

Hexel has over 30 key clients including Cancer Institute, Adyar, Chennai; MIHAN, Nagpur; GMR group projects, Apollo Hospitals Group; Deep Hospital, Ludhiana; ETA Star Health, Dubai etc.

Alliance Medicorp: Dialysis & Dental Clinics chain, an Apollo-Trivitron Joint Venture



Alliance Medicorp is a joint venture forged between Trivitron and Apollo Hospitals to provide renal dialysis to patients awaiting kidney transplants. This initiative focuses on patients who are not critically ill but can lead a normal life provided they undergo dialysis a few times a week. It gives patients a private comfortable ambience to receive dialysis treatment.

An extension of this initiative is Life Bridge, a set of dialysis clinics to bring dialysis treatment to the patients who cannot afford it. For this, Alliance Medicorp is in the process of tying up with several state government and PSU hospitals in a PPP model.

Presently Alliance Medicorp has one state-of-the-art clinic each in Chennai & Delhi, one dialysis clinic of the PPP model in New Delhi, and other dialysis clinics for the Uttaranchal Govt. in Dehradun. The venture plans to start over 20 dialysis clinics in the year 2010-2011.

This JV includes 'Dental Clinique', a similar model which shall be working to provide dental care in Apollo centres across India on a similar business model as the dialysis clinics. This would enable skilled dental care practitioners, fully equipped with state-of-the-art equipment from Trivitron Healthcare, offer safe and swift ambulatory care to a wider set of patients. There are over 19 Apollo Dental clinics in Chennai, Kolkata, Bangalore and Hyderabad. The venture plans to expand into a chain of 100 dental clinics within the next 3 years.

DCGI Approvals for non invasive devices

In Jan 2009, Trivitron Healthcare launched its devices division, signing an agreement with Boston Scientific Inc, USA, the global leader in non invasive medical technology products. This strategic partnership was established to enhance the market penetration and increase market share of the minimally invasive products in the country by consolidating existing business as well as faster introductions of new products. Within a year of operation, Trivitron has DCGI approvals for key non invasive products in cardiology, gastroenterology and neurology segments. Trivitron launched dual Drug Eluting Stents, Taxus Element & Promus Element for interventional cardiologists and Spyglass Direct Visualisation for gastroenterologists and Neuroform Stents for Neuro interventional specialists. This has strengthened the devices segment and supported a gain of over 5% market share during the first year of operation in the cardiology segment and over 50% market share gain in the gastroenterology as well as neurology segments.

► New Products Launched

SPYGLASS (Endo devices)

SPYGLASS (Endo devices)- Triviron's endoscopy devices division has launched the much awaited Spyglass. The Spyglass Direct Visualization System is the latest advancement in intraductal visualization during a cholangioscopy. The Spyglass system is the first single operator, intraductal system that allows for not only optical viewing, but also optically-guided biopsies and has been shown to be compatible with electro hydraulic lithotripsy (EHL) and holmium laser to fragment stones.* The SpyGlass System is designed to allow the physician the ability to directly see the site of interest, whether it be a stricture, stones or other area of concern, vs. traditional visualization techniques such as x-ray.



Illustration of a cholangioscopy using SpyGlass(R) System and SpyBite(R) Biopsy Forceps.

Altrua™ - A new family of Pacemakers



We are proud to announce the arrival of Boston Scientific's Altrua Family of Pacemakers in India. Brought to you by Triviron, the ALTRUA family of pacemakers deliver the benefits of natural pacing by accurately sensing and responding to the body's signals. AV Search Hysteresis is designed to reduce unnecessary RV pacing without dropping beats, an MV Blended Sensor restores chronotropic competence, and Stored Onset EGMs collect vital diagnostic data without sacrificing device longevity. ALTRUA pacemakers provide physiologic pacing that can be tailored to fit the specific needs of patients.

Neuroform3 - an interventional neuro stent

Engineered to provide enhanced performance throughout the system, Neuroform3 Microdelivery Stents offer a new level of control. Neuroform® Stents have a hybrid cell design designed for flexibility and conformability in tortuous distal anatomy. Independent, distal wire access provides independent manipulation of the guide wire distal to the stent, facilitating access for system support, and ultimately control. An all-new, stabilizer catheter features advanced hypotube shaft construction for enhanced trackability and controlled deployment.

► New Products Launched

The unique and customized Zyoptix procedure

Triviron brings yet another path breaking technology to ophthalmology in India from Technolas Perfect Vision, world leaders in refractive surgery. The Zyoptix procedure is a unique Customised LASIK treatment, which has wavefront and Aspheric LASIK to treat patients by reducing pre-existing aberrations and even the post LASIK higher order aberrations. The Technolas laser is the first laser system in the world to employ iris recognition technology and an active iris eyetracker that tracks the movements of the eye for enhanced safety and accuracy. This technology helps deliver precise treatment. The Zyoptix procedure is unique, precise, proven and detailed.



South Asia's first Digital Mammography with Prone Table Biopsy System



More than 80,000 new breast cancer cases are detected every year in India, and it is estimated that one out of every 20 urban women and one out of every 50 rural women will be diagnosed with this disease. Timely detection, experienced evaluation and a multimodality approach to treatment by specialists continue to be the best methods for cure of this disease. Mammography examination may make the difference between life and death for a woman. Its success in detecting breast cancer early is known to be improved by technical and interpretive excellence.

Triviron takes pride in bringing yet another first to the country to provide quality healthcare. South Asia's First state of the art digital mammography machine with prone table stereo tactic and vacuum assisted biopsy device from Hologic Inc, USA, was installed at Chennai Breast Centre, Chennai. On September 1st, 2009, Ms. Kanimozhi, Member of Parliament inaugurated Chennai breast centre, an exclusive and comprehensive breast care centre.

Multicare platinum and suros Atec biopsy system, first of its kind in South Asia, are used to zero in on the suspicious area seen on the digital mammogram and this is biopsied under local anaesthesia. This means that there is no

need for hospitalization, general anaesthesia and there is no scarring.

Going digital means the procedure is quick and easy, involves lesser discomfort to the patient, ensures low dose of radiation & better accuracy, particularly in the 40 to 50 yrs age group. All images are archived and stored digitally and hence loss or damage of films will not affect patient care during follow up. Since the data is digital, it can be sent electronically to other centre's for opinions & digital storage. This can also create an enormous database, which is useful to teach and train the younger generation.



Ms. Kanimozhi, Member of Parliament, inaugurating the centre

► New Products Launched

In line with the latest trends in Dual Energy X-ray Absorptiometry

New developments in dual energy x-ray Absorptiometry (DEXA) technology are leading to major improvements in diagnosing osteoporosis, more accurately determining future fracture risk, and most recently, diagnosing cardiovascular risk.

Osteoporosis is a serious, but not fully appreciated disease. Osteoporosis affects more women than men because of hormonal imbalance in addition to wear and tear through aging process. Trivitron towards its commitment to bring world class medical technology solutions in India and emerging markets in south east asia, has launched Discovery and Explorer, two new models of DEXA devices from Hologic Inc. Hologic Inc is a leading global developer, manufacturer and marketer of women's health imaging solutions.



Strengthening Renal Care



The Renal care division within Trivitron has created a new business model and with it strengthened its position in providing a wide range of renal care solutions. With a strategic association with Gambro, we have expanded our geographical reach in the country as also key emerging markets of south East Asia. Gambro is a global medical technology company and a leader in developing, manufacturing and supplying products, therapies and services for In-centre Care and Self Care Haemodialysis, Peritoneal Dialysis, Renal Intensive Care and Hepatic Care. We offer renal care solutions which include Haemodialysis machines, Dialysers, RO unit, AV Fistula needles, Blood Tubing systems & Dialysis concentrates.

Bringing the latest in Cervical cancer diagnostics to India

Cervical cancer is the number one killer disease affecting Indian women. Every year, more than 1 lac women are diagnosed with cervical cancer carrying a 50% mortality rate.

Trivitron has always believed in offering solutions for problems faced in Indian Healthcare. Partnering with Hologic Inc, USA, the global leader in women's health including breast cancer diagnosis and treatment, cervical cancer screening, prenatal testing and osteoporosis detection, to offer solutions in women's health in India, Trivitron will offer complete solutions for detection and diagnosis of cervical cancer.



Hologic-Cytec's most advanced Liquid Based Cytology ThinPrep Pap Test is now brought to India by Trivitron. Thin Prep Pap test is available with automated smear preparation for detection of cervical cancer. Thin Prep Pap Test increases the sensitivity of a conventional test to 85%. The ThinPrep Pap Test is the only FDA approved Pap test. The same sample collected for ThinPrep Pap Test can be further used for HPV DNA assay. This application is also FDA approved. With advanced technologies like ThinPrep Pap Test, Trivitron now offers complete and unique solutions for cervical cancer detection.

► New Products Launched

Launch of Advanced Semi Automated Clinical Chemistry Analyzer



Trivitron has launched Labmate 10 Plus which is an advanced semi automated clinical chemistry analyzer designed to provide excellent performance with every application. The superior design of the new Labmate 10 Plus offers all the accuracy needed even with low volumes, low concentrations or turbid metrics.

Moving on to the next generation in Ultrasound.



Imaging systems are ever-evolving to help specialists diagnose better. The ProSound Alpha series is one such ever-evolving equipment series of superior performance. This time around, for the first time in India, Trivitron and Aloka bring the 'ProSound Alpha 6', the next generation of compact colour ultrasound systems. This is a multi-purpose device that provides unprecedented performance in all ultrasound applications, is fully upgradable and easy-to-use. The system supports a full range of application-specific probes and software, designed to target all specialist diagnostic areas in General Imaging, Cardiovascular, Obstetrics & Gynaecology and Internal Medicine. The ProSound Alpha 6 high power processor allows a number of different imaging modes previously seen only in high end systems, without compromise on image quality and colour doppler sensitivity. With reduced power consumption, the ProSound Alpha 6 is also designed to be economically and environmentally friendly.

Changing trends in patient monitoring.

Trivitron launches Nihon Kohden's patented, advanced technology Bedside Patient Monitor, PVM 2701. This system has Pulse Wave Transit Time. PWTT or pulse wave transit time, is a new non-invasive parameter which can indicate sudden change in blood pressure. PWTT is measured by continuous monitoring of ECG and pulse wave. No additional sensors or modules are required.

The key features of Bedside Patient Monitor, PVM 2701 includes 5 basic parameters, 10.4 inch screen, selectable screen layout, Onscreen operation guide, Powerful review with easy access to historical data, Highly accurate ec1arrhythmia analysis with a range of options.



► New Products Launched

Trivitron brings Life Support Ambulances



Trivitron Healthcare, the largest medical technology player of Indian origin has supplied its first life support mobile customized emergency ambulance systems to Coast Guard, Chennai.

Customizable to meet requirements, the ambulances are equipped with cutting-edge technologies including computerized ECG machines, transport ventilators and portable defibrillators. Its advanced features include insulation of the roof and the interiors using FRP with the patient

cabin fully air conditioned, hidden oxygen cylinder arrangement, auto-loading stretcher, cooler cum warmer, infusion and optional suction pumps and transport ventilator.

Our ambulances are certified as per BS III, European and US KKK-A-1822 standards and are manufactured by some of the best brands in India.

► Trivitron Overseas

With the vision to provide cost-effective medical technology solutions of international standards, Trivitron has created a direct presence in overseas markets like Sri Lanka, UAE, Oman and is in the process of establishing offices in key locations in Asia, The Middle East and Africa.

Star Trivitron, UAE is one amongst the several Trivitron joint ventures.

Some of the key achievements of Star Trivitron in 2009 are:

- An order for 47 C2 transport ventilator from Sheik Khalifa Medical City, Managed by Cleveland Clinic, Abu Dhabi
- Acquisition of GOJO industries, USA for hand sanitization range of brands like Purell, Provon
- Commenced dental division. Star Trivitron will market range of dental solutions in collaboration with leaders in dental devices solution like implants from BICON USA, restorative products range from Pentron USA, Dental Equipments of Germany-based Ritter, Lasers & Bydental for bleaching products from Intros, Germany.

► Trivitron augments scientific programs

IVUS ROTA workshop

Trivitron conducted IVUS ROTA workshop at Escorts, New Delhi on 1st August 2009. The workshop on IVUS ROTA was chaired by the eminent interventional cardiologist, Dr. Ashok Seth. Around 100 cardiologists attended the program, showed great zeal and enthusiasm and highly appreciated the program. This was a great opportunity to exhibit the Trivitron-Boston Scientific association and access the Rs.2000 crore cardiac devices market in India. In the workshop, basics to newer modalities were discussed and cardiologists were encouraged to use IVUS ROTA in their practice for better treatment outcome.



ROVUS workshop program



Trivitron conducted ROVUS workshop program on 4th and 5th September 2009 at Devi Devki foundation (Max hospital), New Delhi. The workshop program was attended by around 75 leading cardiologists from across the length and breadth of the country. The program was chaired by Dr. Praveen Chandra, the eminent cardiologist from Max Hospital, New Delhi. There was a demonstration of 4 live cases and lectures on newer methods of ROVUS, rotablator and IVUS technology. These programs have given us an edge to strengthen Trivitron as an exclusive distributor partner of BSC in India and rejuvenating Boston Scientific products.

Heart Failure Clinic inauguration

Trivitron has always been at the forefront in supporting the academic requirements of medical specialists. Dr. S. Thanikachalam, Consultant Cardiologist, Sri Ramachandra Medical College, Chennai, inaugurated the first of its kind, state-of-the-art Heart Failure Clinic at SRMC on 9th July 2009. Trivitron actively supported the inaugural function of the Heart Failure Clinic as well as CME program on heart failure and other various topics on 9th and 10th July 2009.



► **Trivitron augments scientific programs**

Fellowship program, Indian Neurointerventional Foundation

Trivitron actively supported neurointerventional courses, workshops and conferences by associating with The Indian Neurointerventional Foundation. Fellowship programs wherein the newer generation of neurologists, neuroradiologists were trained on interventional procedures were economically supported.

Intelligent Ventilation

A Continuous Medical Education program was conducted at St.Stephen Hospital, New Delhi to update specialists on ventilation procedures, challenges and management in critical care by Trivitron in May 2009. Around 100 critical care specialists and ICU specialists attended the program. Intelligent Ventilation of Hamilton ventilators, C2 and G5 were exhibited.

CMEs on intelligent ventilation were also conducted in Chennai and Bangalore in August 2009. Mr.Graeme D.A'Court, Director, Asia Pacific, Hamilton Medical AG spoke and provided insights on intelligent ventilation.

Progress 2009

The National Progress Conference for Radiologists & Gynecologists was held between 23rd & 26th of July at Chennai. There was also a pre-conference workshop held on 22nd of July especially for the endocrinologists & gynecologists focusing on women's health-care. Almost 1000 delegates attended the conference. Trivitron had a stall displaying all its imaging products. Hologic's BMD & Mammography were showcased in prime at the conference. The response from the delegates was very impressive as the focus was more on cancer screening & osteoporosis assessment. Thin prep was also one of the innovative product which gynecologists were interested in. Around 800 doctors visited the stall.

1st Asian Congress on Pediatric Critical care



The 1st Asian congress on Pediatric critical care was held on 25th to 27th September 2009 at PGIMER, Chandigarh. Trivitron supported the congress as a principal participant and was also actively involved in the pre conference workshop from 23rd & 24th September 2009. C2 and G5 ventilators were used for the workshop. All customers appreciated the intelligent ventilation of C2 and G5.

Other key scientific sessions



Covering a range of specialities Trivitron, participated in and supported various scientific and academic sessions. Some of the key conferences are Interventional Cardiology- SACCI(cochin), PTCA registry(Hyderabad), CMEs across the country with key opinion leaders. Cardiac Rhythm Management-Heart Rhythm Society 2009, Cardicon 2009, ISECON 2009, ICC Con 2009, and various CMEs with major hospitals and Key Opinion Leaders. Gastroenterology/ Hepatology/ Endoscopy- Midterm Kerala Gastro Conference, Digestive Disease Workshop, ISGCON Mysore, ISGCON, Delhi, Med-India workshop, Liver Tumor Meet, Delhi, INASL, YETP Interventional Neurology/Neuroradiology-IVRIS, MINGLE 2009, Complications 2009 Goa, Kincon 2009, VIMHANS congress 2009

► **Trivitron augments scientific programs**

Update on renal care dialysis

The Renal care division conducted a 'technicians training program' on Gambro Hemodialysis machine, 6L dialysers. The programs were conducted in Mumbai, Siliguri, Guwahati, Bilaspur. It was a well appreciated program which will further strengthen the association between Trivitron and Renal healthcare providers.

Trivitron also participated in the west zone nephrologists conference held from 11th to 13th September at Goa. Around 250 nephrologists and scores of dialysis technicians attended. Gambro HD machines, dialysers were put on display.

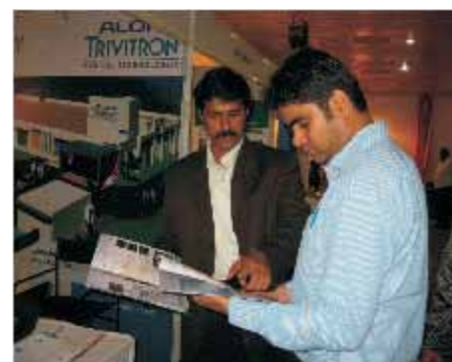
Other conferences Trivitron has participated in



IAE



ISACON Conference



USCON, Hyderabad



IRIA 2010

► Trivitron augments scientific programs

► Trivitron Annual Day



All India Lab Technicians Meet



Muscon, Bangalore

OTHER KEY SCIENTIFIC SESSIONS

Tritvitron is an active participant and supporter of scientific and academic sessions across several medical specialties. Some of the key conferences we have associated with this year are:

Gastroenterology/ Hepatology/ Endoscopy

- Mid-term Kerala Gastro Conference
- Digestive Disease Workshop
- ISGCON Mysore
- ISGCON, Delhi
- Med-India workshop
- Liver Tumor Meet, Delhi
- INASL
- YETP

Cardiac Rhythm Management

- Heart Rhythm Society 2009
- Cardicon 2009
- ISECON 2009
- ICC Con 2009
- Other CMEs with major hospitals and Key Opinion Leaders

Interventional Neurology/Neuroradiology

- IVRIS
- MINGLE 2009
- Complications 2009, Goa
- Kincon 2009
- VIMHANS congress 2009

Interventional Cardiology

- SACCI, Cochin
- PTCA Registry, Hyderabad
- Other CMEs across the country with Key Opinion Leaders

At Tritvitron, over the past years, we have taken a very special interest in celebrating our annual day as one big family. Though this was the case till 2007, this year we chose to break from tradition and conducted our annual day celebrations simultaneously & individually at all major cities we are located in, i.e Chennai, Delhi, Mumbai, Hyderabad, Bangalore & Kolkata. The celebrations started with Dr.GSK Velu, Managing director, Tritvitron Healthcare, speaking via video link to all our employees across the length and breadth of the country. He spoke on the founding values of the company and Tritvitron's ability to achieve splendid growth by following customer centric approaches, Dr.GSK Velu spoke of the various achievements of the company in the past year. The celebrations were on a very good note and star performers for the year were awarded in a ceremony.



Dubai



Hyderabad



Mumbai



Kolkata



Delhi



Bangalore



Chennai

TRUIUITRONIAN OF THE YEAR
Nitin Sawant



Best Performing Division
Diagnostics Division



Best Performing Zone
East Zone



Best Individual Customer Support
Marimuthu (Imaging Division)



Best Managed Division
Diagnostics Division



Best Customer Support Team
Critical Care Division



Best Growing Division
Cardiology Division



Best Individual Office Support
Anandhi (Logistics)



Best Office Support Team
HR & Admin.



Best Individual Sales Performance
Roshan Saxena (Imaging Division)



At Triviron, we understand the needs of the market as well as healthcare providers. We take pride in our ability to deliver quality products and support. We believe in a "Customer First" policy. We serve and offer solutions in different segments of various specialities as well as to general user groups in the healthcare segment. Please get in touch with us at the contacts provided below and allow us to find the perfect solutions to your needs.

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► Customer Speak

Trivitron's biggest strength is its people because they are the face of the organization. Below is some of the feedback we received over the last year about our people.

“ I have known Mr. S.Ramesh who is a Service Engineer with Trivitron Healthcare for over a period of 2 years now. Ramesh has a good knowledge of all the technical problems related to the instruments supplied by the company and has always been prompt in attending to our phone calls. Similarly Mr. Karthik Pitchandi, another service engineer from Trivitron has also been polite and accommodative to our needs always.



We at BGS Global appreciate the commitment Trivitron service engineers show towards their work and wish them all the very best in their lives too. ”

Mrs. Mamatha Upadhyaya,
Head of Biochemistry,
BGS Global Hospitals, Bangalore

“ We had purchased the Hamilton Galileo Ventilator five years ago from Trivitron Healthcare, and we must say, Trivitron has provided us with regular and delightful after sales service all these years which we are very happy and satisfied with. Being the authorized distributors for Hamilton Medical, Switzerland, in India, Trivitron engineers are well-versed with the technicalities of the equipment. We are happy with the ventilator especially the quality, ruggedness, and its superior performance. ”

Dr. K. Subramani, MD DA, FRCA, EDIC, Associate Professor
Surgical Intensive Care Unit,
Christian Medical College Hospital,
Ida Seudder Road, Vellore, Tamil Nadu

“ This is to state that the Trivitron Service attendance is prompt and satisfactory. However except service person, till now sales representative never met us and talk about the products even once. Secondly the company never participated in any of our departmental academic or continuing medical education programmes till now, even though we use many Trivitron products (Raphel 10 and Galileo 4. No.s). These two issues need to be addressed by the higher ups of Trivitron. ”

Dr.M.H.Rao,
Sri Venkateswara Institute of Medical Sciences ,
Trupathi, Andhra Pradesh, India

“ We are extremely happy and satisfied with the service support offered by Trivitron Healthcare. ”

Dr. Rajesh.B.Kumar,
Apex Kidney Care, Dialysis Networks
Abhishek commercial complex, 3rd floor,
SV Road, Malad, Mumbai

► Customer Speak

“ I am extremely satisfied with the state-of-the-art technology and the after sales service rendered by Trivitron healthcare. I've have been using Hamilton Medical Galileo Gold ventilators for the past year and Trivitron provides me with any assistance or help required with regards to instrument. The equipment is user friendly and of a good quality and the after sales service by Trivitron adds value to it. ”



Dr. Ritesh Agarwal, MD DM
Assistant Professor, Consultant, Respiratory ICU,
Department of Pulmonary Medicine,
Postgraduate institute of medical education and research,
Chandigarh

“ We are delighted by the service provided by Mr. Ramesh and Mr. Karthik of Trivitron Healthcare. We appreciate the help they've always provided us with regards to the equipments. ”

Dr Padmanna Negali,
Consultant Pathologist,
Sarvodaya Jeevani Hospital, Bangalore

“ This is to certify that we are using DSM 2301 patient monitoring – 12 No.s &TEC 5521K & TEC7731K Defibrillator – 17 No.s Product of M/S Nihon Kohden corporation, Japan, supplied and installed by M /S Trivitron medical systems Pvt Ltd., Chennai for more than three years.

We are happy with the performance of these equipments and prompt service support given by Trivitron Mediac System Pvt., Ltd., technical team. ”

Dr. (col).T.B.Ramakrishnan,
Medical Superintend, G.Kuppuswamy Naidu Memorial Hospital,
Coimbatore, Tamil Nadu, India

“ This is to certify that we are using Aloka Colour Doppler machine model SSD – 4000(SN-M07664C) for last eleven months and its working as per our satisfaction. We are happy with the post sales service as well. ”

Dr.Gurvinder Singh,
M.D. Radiodiagnosis,
Khushal Scans

Trivitron offers solutions in all five segments of medical technology viz. medical equipment, medical devices, diagnostics, Healthcare IT and Consumables. The widest range of products are offered as solutions. Further, these solutions come with international quality (CE, FDA, MITI certification).

CARDIOLOGY / CARDIO THORACIC SURGERY

- Implantable Cardioverter Defibrillators (ICD)
- Defibrillators
- Diathermy Units
- Echo Cardiogram (Colour Doppler)
- Portable Laptop based Echo Systems
- ECG Machines (1/3/6/12 Channels)
- Pacemaker
- RF Ablation System
- Angiographic Catheter
- Balloon Catheter
- Guidewires
- Stents (Bare Metal/Drug Eluting)
- Electrolyte Analysers
- Patient Monitoring Systems
- Syringe Pumps (PRIDE Series)
- Operation Theatre Tables
- Operation Theatre Lights
- Stress Test Systems (PRIDE Series)
- Treadmills / Holter Systems (PRIDE Series)
- Point of Care Diagnostics Analysers & Kits
- Ambulatory Blood Pressure Monitors
- Intra Vascular Ultrasound (IVUS)
- Rotabulators (For Interventional Cardiology)
- Automatic External Defibrillators (AED)

LABORATORY MEDICINE

- Clinical Chemistry Analysers & Reagents
- Electrophoresis Systems & Kits
- Haematology/Coagulation Analysers & Reagents
- Microbiology Culture Detection Systems & Kits
- Molecular Diagnostics & PCR Systems & Kits
- Cytology Processor and Kits (ThinPrep)
- Immunoassay Analysers & Kits (CLIA/ELISA)
- Blood Gas / Electrolyte Analysers & Kits
- ELISA / RAPID Diagnostics Kits

RADIOLOGY /

- Bone Densitometers
- Colour Dopplers & Ultrasound Scanners
- C-Arm Image Intensifier
- X-ray Imaging Equipments
- Mammography Equipment
- Image Management Solutions
- Interventional Radiology Products
- Portable Laptop based Ultrasound Scanners

INTENSIVE CARE UNITS

- Defibrillators
- Patient Monitoring Systems
- Ventilators
- Infusion Pumps (PRIDE Series)
- Echo Cardiogram (Colour Doppler)
- Blood Gas / Electrolyte Systems
- Neonatal Intensive Care Products
- ICU Pendants
- Anaesthetic Gas Piping Systems
- Nebulizers
- Oxygen Concentrators

NEPHROLOGY

- Haemodialysis Equipments
- Dialysers
- RO Systems
- Blood Tubing Systems
- Dialysis Concentrate
- AV Fistula Needle
- CRRT Equipments / Consumables

WOMEN'S HEALTH

- Bone Densitometers
- Colour Dopplers & Ultrasound Scanners
- Diathermy Units
- Hysteroscopy Instruments and Devices
- Laparoscopy Instruments and Devices
- Mammography Equipment
- Sperm Analysers

NEUROLOGY

- Defibrillators
- Diathermy Units
- EEG Machines
- EP/EMG Machines
- Patient Monitoring Systems
- Syringe Pumps (PRIDE Series)
- Operation Theatre Tables (Neurosurgery)
- Operation Theatre Lights
- Guidewires
- Microcatheter
- Stents
- Balloons
- Coils
- Interventional Neurology Products

OPERATING ROOM / SURGERY

- Modular Ultraclean OT Suites
- Operation Theatre Tables
- Operation Theatre Lights
- OT Pendants
- Defibrillators
- Diathermy Units
- Blood Gas/Electrolyte Analysers
- Hysteroscopy Instruments and Devices
- Laparoscopy Instruments and Devices
- Patient Monitoring Systems
- Syringe Pumps (PRIDE Series)
- Guided Air Flow Ventilation System
- OT Pendants
- Suction Pumps

GASTROENTEROLOGY

- Laparoscopy Instruments and Devices
- Diathermy Units
- Argon Plasma Coagulator (APC) Systems
- Operation Theatre Tables
- Operation Theatre Lights
- Patient Monitoring Systems
- Infusion Pumps (PRIDE Series)
- Syringe Pumps (PRIDE Series)
- Balloons
- Band Ligators
- Baskets
- Brushes
- Cannulas
- Catheters

- Clips
- Feeding Accessories
- Feeding Replacement Devices
- Feeding Tubes
- Forceps
- Generators
- Guidewires
- Inflation Devices
- Injection System
- Locking Devices
- Needles
- Snares
- Sphincterotomes
- Stents
- Visualization System
- Gastro Intraoperative
- Ultrasound

OPHTHALMOLOGY

- ZYOPTIX® Laser
- FEMTEC®
- FEMTOSECOND/PRESYOPIC Laser
- Lasik Accessories & Consumables

ENDOCRINOLOGY

- Hormone Analysers & Reagents
- Bone Densitometers
- Mammography Equipment
- Colour Dopplers & Ultrasound Scanners

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TRIVITRON
HEALTH CARE
speaking your language