

A Newsletter from

TRIVITRON
HEALTHCARE
speaking your language

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Smiles

JANUARY 2015

**LEVERAGING
MEDICAL INNOVATIONS
CHAMPIONING WOMEN'S &
CHILDREN'S HEALTH**

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TAKING MEDICAL TECHNOLOGY TO THE MASSES

TRIVITRON
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FOUNDER'S DESK

Dear Customers and Associates

Firstly, let me thank you from the bottom of my heart for your continuous support to Trivitron group of companies. The year 2014 was a wonderful year for the global economy. Many developing countries and regions such as USA / Europe and Japan have performed as per expectations. Large emerging markets have shown reasonable growth and stable economic indicators. Medical devices segment witnessed some mega mergers and emerging markets started showing better growth than previous years. Unlike eCommerce or other IT & ITES based Industries, Med Tech stocks have performed consistently, even in worst times and 2014 has been a good year for Med Tech industry as a whole across the globe.

Trivitron had a successful 2014. The integration of Kiran / Labsystems / IPI / Star Trivitron, into the Trivitron group has yielded great results. With the combined strengths of these brands across the globe, Trivitron has clearly established a marquee as the largest medical technology company of Indian origin. It is heartening to note that, with our customers, partners, associates' unstinted support we are now a global medical technology owning several IP's / patents with a panoptic presence in over 175 countries! Today the Trivitron Group has over eight fully functional US FDA and / or CE certified manufacturing facilities that have group employee strength of over 1500! More than two-thirds of revenues and over 80% of profits are originating from manufacturing activities. We are indeed proud of this achievement considering the fact that we had close to zero manufacturing revenues in 2010. All the growth through organic / inorganic initiatives has been possible only in the last four to five years.

Our philosophy of "Speaking our customer's language" and serving them with "Smiles" hasn't changed since our inception in 1997. Some of our significant accomplishments in 2014 include:

- Completion of our state-of-the-art IVD manufacturing facility to produce immunoassay / POC / Molecular Diagnostics and Mass Spec Kits with Labsystems, Finland technology.
- Indigenous development of new range of state-of-the-art X-ray instrument solutions, with support from Kiran team and European technology.
- Commencement of Mass Spec Kit development program led by our Indo-Finnish joint teams.
- Significant success in our Newborn Screening products portfolio that has clearly established us as the world's second fastest growing company in this segment.
- Introduction of several new products in IVD / Imaging / Critical Care and OR product lines in India and global emerging markets.

Trivitron is now endeavoring to gain global leadership in some of its core businesses such as Newborn Screening, Radiation Protection Apparels and Celiac near-patient testing techniques. To remain innovative and futuristic, Trivitron shall continue to invest 20% to 25% of the profits in R&D initiatives in IVD / Imaging / ICU and OT segments through our own facilities across India / Europe, and through joint associations with universities in India / Europe and USA.

You have been the inspiring and guiding beacon for Trivitron's growth over the years and I am sure you will continue with the good support in 2015 as well. With your support and cooperation, I look forward to achieving the Vision of Trivitron being one of the most admired and respected global medical technology brands - the brand that designs accessible & affordable medical technologies that serves a larger populace across the face of the globe.



Warmest wishes

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

SPEARHEADING PATH-BREAKING INNOVATIONS

STATE-OF-THE-ART MULTIMODALITY MANUFACTURING FACILITIES



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



LabSystems Diagnostics facility in Finland manufactures and exports CE certified Newborn Screening and Diagnostics kits for gastro & cardiac panel, infectious diseases and women's health product lines.



Biosystems & Triviron joint venture facility located at TMTP manufactures & exports wide range of biochemistry reagents.



CE certified Johnson Triviron facility manufactures and exports operating room products such as ultra-clean modular OT, pendants, bed head units, etc.



CE certified manufacturing facility exports products such as ECG machines, ICU ventilators, patient monitors and defibrillators.



CE certified manufacturing facility in Chennai manufactures and exports a wide range of IVD products for Biochemistry, Haematology, Newborn Screening Kits, Molecular Diagnostics and Point of Care.



CE / US FDA certified Kiran Medical Systems at Mumbai facility manufactures and exports X-ray accessories and radiation protection apparels, to over 165 countries.



AERB approved manufacturing facility at Pune & Chennai manufactures and exports imaging products such as X-ray, C-arm etc to many countries.

CORPORATE DESK

TRIVITRON HEALTHCARE AT ARAB HEALTH 2014



A big thanks from Trivitron Healthcare to all of our visitors, delegates and business partners for making Arab Health 2014, our best show till date.

Our range of Lab Diagnostics, Imaging, Critical Care & Life Support solution products were showcased at the event. The event was followed by our Partner Dinner Meet during the course of Arab Health. With a focus to create medical technology products affordable & accessible across the world, Trivitron showcased its new advanced range of Lab Diagnostics and Imaging products. Trivitron is among the pioneers in bringing high-end medical technology within the reach of society with strong emphasis on research and development, manufacturing and strategic partnerships with global leaders. Trivitron is touching lives and makes healthcare accessible in over 165 countries with innovative products and solutions, saving lives and improving care.

Once again, a big thank you from Team Trivitron for helping us put up another brilliant show!

STRATEGY MEET- VISION 2020



It's an exciting time for Trivitron Group as we continue to learn, grow and adapt to follow our tagline 'Speaking your language' by being responsive to our internal and external customers. We should all be very proud of what we are today and excited about where we are headed.

Trivitron Leadership Team met at Bangalore from

18th to 20th September 2014. This is one of the several steps which will lead to realizing our Vision 2020 — 'to be one of the most reputed and undoubtedly India's largest medical technology company by year 2020. The aim for the meet was to "Engage, Discuss, Brainstorm and Create" a road map for our Vision 2020'. The session was a great success and should drive us all to achieve the next milestone of accomplishments.

With a firm belief and support from each Trivitron family member, we are sure to achieve greater heights and confident of taking the golden path toward our VISION 2020.



FICCI HEAL 2014



Federation of Indian Chamber of Commerce and Industry (FICCI) inaugurated an annual healthcare conference FICCI Heal 2014, with the theme "Innovation Enabling Access". The conference was held on 1st & 2nd September 2014 and focused on various opportunities and challenges to promote innovation which can change the current paradigms and move towards better, efficient and cheaper methods for accessible, affordable and quality healthcare in India.

Dr. GSK Velu inaugurated & chaired FICCI heal 2014 along with the other dignitaries. Expressing his views, on the Medical Technology sector, Dr GSK Velu, Co-Chair, FICCI Health Services Committee, and Founder & MD, Trivitron

Group of Companies shared in his remarks that the medical technology segment needs more focus and attention in India due to very high import dependency. He also pointed out that there is lack of large scale domestic manufacturing initiatives due to several challenges faced by local producers. Keeping in line with our new government's vision to make India self-reliant with local manufacturing initiatives, FICCI has partnered with E&Y to bring this comprehensive knowledge paper to showcase the challenges faced by this industry and FICCI will be happy to work with Govt of India to create ecosystem for making medical technology segment Self self-reliant by facilitating continuous interactions with various stakeholders in this industry.

MEDICA 2014

Medica 2014, Dusseldorf, Germany

Medica is a four-day event held from 12th November to the 15th November, 2014 at the Dusseldorf Exhibition Centre in Dusseldorf, Germany. Medica event showcases products from medical & pharmaceutical industry and is known to be the largest international medical show that presents advanced technology in a wide range in the healthcare field.

Labsystems Diagnostics participated in this mega healthcare event at stand no. 2 C31. At the event, we have showcased our Newborn Screening Systems as well as products relating to infectious diseases, gastroenterology, cardiac, clinical chemistry, hematology and women's health.



INDIAN MEDICAL DEVICE SUMMIT 2014

Trivitron Healthcare participated in the Indian Medical Device Summit 2014 - ASSOCHAM, India on the 19th of December 2014 in New Delhi. Dr. GSK Velu with other dignitaries inaugurated ASSOCHAM's first edition of Indian Medical Device Summit 2014 with the theme "Promoting innovation and boosting manufacturing".

The objective of this summit was to bring together medical device leadership and Government to facilitate discussions on challenges within the medical device industry, focusing on policies & regulation, growth, innovation, manufacturing, quality, compliance, and R&D with an aim to facilitate sustainable growth and development by promoting innovation and boosting manufacturing in the country.



TRIVITRON HEALTHCARE LAUNCHES INDIA'S FIRST EVER COST-EFFECTIVE NEWBORN SCREENING PROGRAMME

USES PRODUCTS AND SOLUTIONS FROM LABSYSTEMS DIAGNOSTICS, FINLAND



Chennai, 24th September 2014 - Trivitrion Healthcare Pvt. Ltd., India's biggest medical technology company, announced the launch of a cost effective Newborn Screening programme in India. Trivitrion Healthcare is pioneering this service in India using LabSystems Diagnostics, (A Trivitrion Enterprise) products & solutions by Hitech Diagnostic Centre. The programme was launched at the Trivitrion corporate office in Chennai, today. Dr. GSK Velu, Founder & Managing Director, Trivitrion Healthcare, Dr. Wu Hao, Product Manager, LabSystems Diagnostics, Finland - a Trivitrion Enterprise and Dr. SP Ganesan, Medical Director, CEO, Hitech Diagnostic Centre were present to grace the occasion.

Speaking at the launch event, Dr. GSK Velu, Founder & Managing Director, Trivitrion Healthcare, said, "Since Trivitrion acquired LabSystems Diagnostics Finland last year, we are designing and developing products more suited for Indian population to identify the top five parameters [TSH / 17 OHP / G6PD / PKU / Galactose] for the first level screening, with a focus on detecting disorders that are curable if diagnosed earlier. While USA / Europe does excessive testing with commercial lobbying by companies, India need to be designing its own program with a very clear post-detection follow-up protocols, to improve the health of our future generation. With this launch, Trivitrion Healthcare brings the core test panels at an affordable cost to patients approaching the local markets for cheaper products. Being an Indian company Trivitrion works towards making NBS accessible to all the newly born children by working closely with various state governments and central ministry of health."

CO-LEADER OF BUSINESS DELEGATION TO NORWAY AND FINLAND, Dr GSK VELU WITH THE HON'BLE PRESIDENT OF INDIA



After acquiring Finnish company LabSystems Diagnostics, Trivitrion Healthcare is seeking cooperation with universities and medical technology firms in Finland for education, training, research & development, and has signed three MoUs. On 10th October, 2014, the co-leader of business delegation, Dr GSK Velu, and the delegation to Norway and Finland, called on the Hon'ble President of India Shri Pranab Mukherjee, at the Rashtrapathi Bhavan.

The MoU with University of Turku and Indian Transnational Health Science Technology Institute will help produce and market a diagnostic platform developed by LabSystems. It can be used for testing cardiac Troponin - I for acute coronary syndrome, detection of infectious diseases, cancer and newborn screening.

The kits for these platform will be produced at LabSystems Finland and at the upcoming facility in Trivitrion Medical Technology park in Chennai.

"Trivitrion and the partners wish to widen academic and commercial cooperation in research and development between Indian and Finnish medical technology players in the field of in-vitro diagnostics," said GSK Velu, founder and MD of Trivitrion Healthcare.

Trivitrion also signed another MoU with University of Turku to promote training and research in Finland and India in in-vitro diagnostics and set up skill development institute in India. The third MoU, signed between Trivitrion, Planmeca OY & Nordic Institute of Dental Education, is aimed at expanding dental technology in India by providing skill development courses.

DR. GSK VELU CHAIRS TANCARE 2014



Federation of Indian Chambers of Commerce & Industry (FICCI) supported by Health and Family Welfare Department, Government of Tamil Nadu along with Times of India organized the 7th Annual Health Conference "TANCARE 2014" on 23rd December 2014 at the Park Hyatt Hotel, Velachery in Chennai.

Dr. G.S.K Velu, convenor, Health Panel- FICCI TNSC said that there was a need to focus on the Tamil Nadu Vision 2023 which had highlighted major issues such as Women and Child Welfare, Futuristic Medical Technology, Enhancing Medical Tourism, Health Informatics, Focus on Medical Education and Skill Development. He also added that innovation and medical technology have the potential to reduce costs and disease burdens through early detection and prevention. Further, improve access, clinical outcomes, patient experiences and translate research into therapies & cures. Innovation that creates value can be incremental.

The Event was inaugurated by Dr. C Vijaya Baskar, the Hon'ble Minister for Health, Medical Education and Family Welfare, Govt of Tamil Nadu. The keynote address was delivered by Dr. J Radhakrishnan IAS, Secretary to Government, Health and Family Welfare Department, Govt. of Tamil Nadu.

WELCOME TO THE TEAM



Mr. Partha Sarathi De
Group CFO

Mr Partha Sarathi De graduated in economics from Presidency College, Kolkata. He is also the associate member of the Institute of Chartered Accounts of India and The Institute of Cost and Works Accountants of India. He did his articleship at Pricewaterhouse. He has 26 years of career experience in various big Indian industrial houses at a senior level. His last assignment was with Panacea Biotec Ltd as Chief Financial Officer and Head-Information Technology & BPR. He has excellent exposure in Finance, Accounts, Taxation, Commercial, Information Technology, Business Process Re-Engineering, Management Accounting, Strategy Management, M & A, Treasury and Banking related activities. His association with Trivitrion Healthcare began effective 1st Dec 2014 as group CFO. While extending a warm welcome to Mr Partha Sarathi De, we wish him success.



Sathish Sankarlingam
General Manager -
Star Trivitrion

Sathish Sankarlingam is an Electrical & Electronics Engineering graduate from the Madras University [1988], and has a Post graduate diploma from Leicester University, UK.

With a passion for medical technology, he chose a sales career with ATL Ultrasounds in 1988 covering North India. He was actively involved in distribution of diagnostic imaging products manufactured by GE Healthcare, Varian, Agfa, Hologic, Lodox, Marquette etc. and has worked in the gulf region since 1992. In his career, he has been a Product Manager, Sales Manager, GM, and VP-Sales. He also had opportunities to lead a team, while executing turnkey projects on radiology, dialysis, day care and diagnostic imaging centers during his tenures. Sathish became a Trivitrionian on 8th of September 2014 with the mission to be a vital part of the "Go Global Movement", handling the Middle East African business unit of Trivitrion healthcare enterprise. We welcome Sathish Sankarlingam on board and wish him Godspeed.

LAB DIAGNOSTICS

Trivitron, an innovator in the field of medical technology, was the first company to introduce Immunoassay Automation in India. With the acquisition of Labsystems, Finland, Trivitron brings the proprietary products and quality of Labsystems' clinical diagnostics products into India. Labsystems is a leader in the field of Newborn Screening, POC Celiac Testing, and was the first medical technology company to launch POCT Troponin I test in the world.

Clearly a leader in the diagnostics sector in clinical electrophoresis and vitamin D for bone and calcium metabolism, Trivitron brings in cutting-edge technologies. With a tie-up with Agilent, Trivitron is bringing in futuristic solutions in the field of laboratory medicine and is the first IVD major to provide complete solutions in the field of LCMS, GCMS, HPLC, ICPMS, FITR solutions in clinical chemistry lab for revolutionizing drug monitoring, vitamins testing and heavy metal toxicity. Labsystems would be the first company in India to have a world class manufacturing facility in India for Point of Care diagnostics and Molecular diagnostics solutions to handle infectious diseases.



LC-MS/MS BASED DIAGNOSTICS – A TRIVITRON AND AGILANT INITIATIVE

Trivitron and Agilent have taken the initiative for collaboration in the area of high precision diagnostics based on the LC-MS/MS platform. This is a very high-end instrument which is mainly used in the pharmaceutical industry, CRO's (Clinical Research Organizations), food safety and forensic labs for different types of analysis for detection of molecules at very small concentrations like pictograms/ml. LC-MS/MS is the most sensitive as well as selective equipment present in the analytical industry today. As the sensitivity and selectivity is very high with these instruments, the false positive and false negative reports are minimized. The facility will also provide support to its customers in this area for application development and training.

The Agilent LC-MS/MS system is fully operational in its own laboratory space. Development of a kit for Immunosuppressants measurement in patients' blood is almost complete and in first quarter of 2015, it will be transferred to manufacturing. The lab is also gearing up the development of other kits for Vitamin D, anti-epileptic drugs, steroids, hormones etc.



PREPARING FOR THE NEXT GENERATION OF IVD TESTING

The new group R&D plan for the next five years is being prepared with a lot of emphasis on key future technologies. The innovation teams in India and Finland will be working on a very ambitious plan to launch over 100 products in the next five years. Trivitron and Labsystems Diagnostics innovation teams led by Dr. Velu and Dr. Geraldine will focus on developing high technologies at affordable cost in all four main IVD product segments, namely Perinatal screening[pre and neonatal screening] / Gastroenterology / cardiac markers and infectious diseases. We will reach decentralized clinical settings with portable POC devices for reliable diagnostics of the largest population without access to large clinical settings using novel and much more sensitive technologies such as fluorescent particles and magnetic beads. Simultaneously we will bring top technologies with better accuracy and throughput to clinical laboratories and replace the ancestral immunoassays with Mass Spectrometry innovative approach for Perinatal Screening and other Biochemical markers. We will upgrade form Immunoglobulin indirect detection to direct Nucleic Assay Test of infectious pathogens. The innovations centers are also working closely on developing new generation sequencing assays of genetic disorders as well as infectious agents with significant insight and much more accuracy given to diagnostics, enhancing adequate treatment and therefore increasing prognostics significantly.



SEBIA & TRIVITRON ENTER THE DIABETIC TESTING MARKET



2014 witnessed the introduction of Sebia Minicap Flex Piercing in the Indian market. With the introduction, Sebia & Triviron have entered the diabetic testing market with aggressive pricing giving a tough competition to its competitors. More number of CME's, symposiums & workshops were conducted in metros viz. Mumbai and Delhi in premium institutes such as P.D. Hinduja Hospital and in Care Hospitals, Hyderabad. Consequently, Minicap FP is gaining rapidly in the diabetic testing market as a multi-parametric instrument which caters to the electrophoresis segment.

The Minicap FP is the next generation capillary-based technology which gives edge over the competition with its wide menu on the offering. Minicap FP is now becoming more successful with laboratories for its wide menu & low consumption of reagents. It is being used in private hospitals as well as government hospital laboratories, in volumes big & small. The year 2014 saw the growth of Minicap installations exceeding 50 all over India which shows customer acceptance in the market. The bigger throughput instrument, Capillarys2 FP is being installed at NIIH which is one of the premium institutes in India. The launch of Flex Piercing in Capillarys based technology is surely going to change the face of the Indian diabetic testing market.

AGILENT ANALYTICAL & GENOMICS



Triviron, well known for bringing pioneering technologies in the field of diagnostics, tied up with Agilent to introduce analytical offerings in diagnostic industry. Triviron & Agilent introduced analytical segment application for diagnostics such as, HPLC, FTIR, GC-MS, LC-MS.

Continuing with the introduction of FTIR's introduction for kidney stone analysis, diagnostic industry also witnessed Agilent-Triviron's launch of uHPLC series of instruments. The uHPLC launch events were conducted at Delhi, Ahmedabad, Mumbai & Hyderabad in the month of November.

The customer's response was very encouraging toward analytical segment which is considered superior & futuristic diagnostic technology. LC & GCMS orders each from Unipath Specialty Lab & Preventine Life Care respectively. Four FTIR instruments at Bhide Lab, Hitech Lab, Hitech lab & Anand Lab situated across India.

This has given Triviron a very good boost to catch up with market trend and has put us one step ahead of all. The year 2014 has seen Triviron doing considerably well with molecular diagnostic range of products. Triviron has again caught up with molecular diagnostic segment with Agilent's Real Time PCR systems along with consumables support from ALTONA.

Two Agilent RT-PCR orders at Maxim Biomedical Bangalore & H S Path lab Thane.

In India EBOLA virus detection/testing started with Filovirus kits from ALTONA supplied by Triviron.

CE MARKING FOR TRIVITRON BRANDED PRODUCTS

Triviron has received CE certification for the following instruments, in November 2014.

- Labmate
- Nanolab 150
- Cellenium Jr.
- Lablyte

The following Instruments have been ISO 13495 certified.

- Cellenium 19
- Cellenium Jr
- Labmate
- Nanolab 150
- Lablyte

LAUNCHED HIGHLY SENSITIVE TROPONIN I RAPID TEST

The year 2014 has witnessed the launching of highly sensitive Troponin I Rapid Test. The product has been branded under Biocard of LabSystems. The Troponin I is having the sensitivity of 0.3 ng/ml which is most sensitive in its segment.

TRIVITRON EMERGES AS STRONG PLAYER IN CLINICAL CHEMISTRY SEGMENT.

Triviron offers complete range of products in clinical chemistry segment that addresses all requirements of all segments of customer needs.

Comprehensive product range includes:

Labmate: Semi-automated clinical chemistry & coagulation analyser.

Nanolab: Open chemistry fully auto clinical chemistry analyser (150 to 500 Tests/hr throughput)

Clinreact: Complete range of open chemistry parameters for enzymes, substrate & specific protein.

Thermo KONELAB / INDIKO: High-end close chemistry fully auto analyser (200 to 900 Tests/hr throughput).

Thermo system pack reagent offers complete range of parameters covering enzymes, substrate, specific protein, DOA, TDM & Immuno-suppressive parameter.



MORE ADVANCED MODEL OF LABMATE LAUNCHED

Year 2014 witnessed the launch of highly advanced semi-auto clinical chemistry analysers under the brand Labmate. USP of these products are capability to analyse clinical chemistry, specific protein & coagulation parameters in single instrument. Innovative & smart combination of features makes this product first choice for many customers.

Labmate has become one of the most successful launch products and has gained confidence of more than 800 customers within a year.

INTRODUCTION OF SAKURA & TRIVITRON IN THE PATHOLOGY MARKET

The year 2014 witnessed the introduction of SAKURA & Triviron in the Indian market. With the introduction, SAKURA & Triviron have entered the Pathology market with aggressive pricing giving a tough challenge to the competitors. Sakura has achieved its success and solidified its reputation by providing timely, ingenious solutions to the real challenges laboratories face on a day-to-day basis. Salient features that gives an edge over the competition are: Technology, quality, reliability, value for money and understanding our customer's requirements.

RELAUNCH OF IRIA ESR ANALYSER

With the satisfactory note from more than 100 end users, Triviron has re-launched IRIA ESR analyser, manufactured by Linear Chemicals S. L., Spain. This small footprint has five positions for vacuum or non-vacuum tubes that gives the result in 17 min with the correlation of Westergren method and as per ICSH & CLSI standards.

HUGE SUCCESS FOR CLINREACT KITS

Clinreact clinical chemistry reagents witnessed huge success in the market, in the year 2014. The high quality indigenous clinical chemistry parameter range of products is gaining increasing acceptance in the market. A comprehensive range of clinical chemistry parameters ensure the right match of test for optimum performance on any clinical chemistry analyser. Expanded product range consists of a wide variety of assays to investigate :

Enzymes, Substrates, Specific Protein and Coagulation



LAUNCH OF URIMATE 100 ANALYSER

The year 2014 has given Trivitron a chance to introduce one of their own products URIMATE 100 which is a semi-automated urine chemistry analyser with fast turn-around time and small footprint. The instrument is having the features such as auto compensation and flagging for positive samples. This instrument is having the compatibility of 10 para (10G) and 11 para (11G) urine strips.

DIASORIN TRIVITRON HEALTHCARE - CLINICAL & SCIENTIFIC SYMPOSIUM ON TORCH & VIT D

DiaSorin Trivitron Healthcare Pvt Ltd (DTHPL) had organized scientific symposia in New Delhi, Chennai & Mumbai in November 2014. Professor Tiziana Lazzarotto from the University of Bologna as well as Indian experts were invited to share their clinical and scientific knowledge.



300+ UNITS OF CELLENIUM IN HEALTH CLINICS IN MAHARASHTRA

Cellenium, only CE certified cell counter of Indian origin, is an advanced analyser providing accurate reports at an economical cost. Cellenium has revolutionized the hematology market with its unique features and emerged as the most preferred partner for laboratories throughout India. To cater to these analysers, Trivitron manufactures CE certified reagents with efficient after-sales support.

Trivitron has successfully installed more than 300+ units in all the rural, sub-district and district health clinics throughout Maharashtra. More than 2500+ units are placed across India.

CONFERENCES

CME 2014

Trivitron Healthcare participated in the Vellore CME conference held in Feb 2014, organized by the department of General Pathology, Christian Medical College (CMC). The conference was conducted in its reputed chapter of the Liver Pathology. Around 400 delegates attended the conference. The wide range of products displayed by Trivitron's Lab Diagnostics, among others, received positive reception from the medical fraternity that attended the conference.

MEDICAL EQUIPMENT EXPO - MEDICALL 2014

Medicall is one of India's premier Medical Equipment Expos, held in Chennai. The expo creates a platform to touch base with our customers and instill awareness among them on the wide array of products from the house of Trivitron & SAKURA. Our products received excellent response holding testimony to the effectiveness of our participation.

MEDICAL CYTOLOGY CONFERENCE - CYTOCON 2014



The 44th Annual Conference of Indian Academy of Cytologists (CYTOCON, 2014) was held at Kota, Rajasthan from 13 - 16 November, 2014. Cytocon 2014, one of the India's Premier Medical Cytology Conferences, creates platform to touch base and showcase the latest developments in the field and present them to esteemed delegates from several parts of the country and abroad. This event helped Trivitron showcase its range of products among our customers and raise awareness among them. More than 200 delegates participated in the event. Trivitron received excellent response and appreciation from

the audience - a testimony to our impressive performance at the event.

HAEMATOCON 2014



The 55th Annual Conference of Indian Society of Haematology & Blood Transfusion (ISHBT) was hosted by the Society of Hematology & Transfusion Medicine - AP, at the city of pearls Hyderabad, in Southern India. Haematocon 2014 was organized at Hyderabad from 6 - 8 November, 2014.

At the event there were many skills and knowledge workshops organized with emphasis on 'hands-on' experience and unhindered interaction with experts, in these chosen fields.

Trivitron Healthcare participated in this event and showcased its range of diagnostic products to visitors from different parts of the country. Trivitron being one of the largest players in diagnostic range of products, was well received by the Haematocon delegates.

AMBICON 2014



The 22nd Annual National Conference of Association of Medical Biochemists of India (AMBICON 2014) was organized in Tirupati from 14 - 16 November, 2014. The conference was preceded by pre-conference workshops on 13th November, 2014. This event was organized with the intent to keep pace with the current requirements of

the profession and to cope with the expectations of the delegates in designing the scientific programme. The talks were delivered by international & national faculties who are pioneers in their areas of work.

The primary goal of the conference was to promote research and developmental activities in Medical Biochemistry. Another goal was to promote exchange of scientific information between researchers, students and practitioners working in India and abroad.

Trivitron Healthcare as leaders in Diagnostic range of products has showcased its complete range of products at the event with special focus on Biochemistry products. The audience responded well to the event, and the delegates appreciated our efforts.

SEBIA SYMPOSIUM, 2014

MUMBAI

On 4th November, 2014, Trivitron conducted a Sebia Symposium with workshop, at Hotel May Fair Banquets, Mumbai. The symposium was addressed by Dr. Anita Vergne who is the Director of Diagnostic Department, Sebia, France. The symposium was based on clinical interpretation of protein electrophoresis.

The symposium lasted an entire day, and attracted over 40 pathologists from across the west zone. Trivitron along with Sebia conducted a small workshop regarding the interpretation part of proteins wherein some cases were presented & discussed.

Trivitron displayed the Minicap FP, the next generation capillary based technology in electrophoresis. The Minicap FP promises to fill the gap of a high performance, multi parameter system in the mid-range segment.

The Minicap FP is suitable for small to mid-segment labs that have decent work load of HbA1c of around 20 - 30 samples per day & also are interested in doing protein & IT. With one single instrument, it can cater to the segment that wants to do electrophoresis in their lab with the basic parameters such as proteins, hemoglobins, IT along with HbA1c. Many renowned doctors viz. Dr. Lata Bhandarkar, Dr. Chougale, Dr. Alpa Dherai and Dr. Suvin Shetty attended the symposium and showed interest in our products.

DELHI

On 6th November, 2014 Trivitron conducted a Sebia Symposium with workshop, at Indian Habitat Centre, Delhi. The symposium was addressed by Dr. Anita Vergne

who is the Director of Diagnostic Department, Sebia, France. The symposium was based on clinical interpretation of HbA1c & hemoglobin electrophoresis.

The symposium lasted an entire day, and attracted over 20 pathologists from across Delhi & its neighborhood. Trivitron along with Sebia conducted a small workshop concerning the interpretation part of HbA1c & hemoglobin and some cases were presented & discussed as well.

Trivitron displayed the Minicap FP, the next generation capillary based technology in electrophoresis. The Minicap FP promises to fill the gap of a high performance, multi parameter system in the mid-range segment.

The Minicap FP is suitable for small to mid-segment labs that have decent work load of HbA1c of around 20 – 30 samples per day & also are interested in doing protein & IT. With one single instrument, it can cater to the segment that wants to do electrophoresis in their lab with the basic parameters such as proteins, hemoglobins, IT along with HbA1c.

Dr. I.C. Verma and renowned doctors from AIIMS attended the symposium and evinced interest in our products.

APCON 2014



We at Trivitron healthcare feel delighted for being a part of the 63rd Annual Conference of the Indian Association of Pathologists and Microbiologists (IAPM) and the Annual Conference of the International Academy of Pathology-Indian Division (IAP-ID) which was held at the Armed Forces Medical College, Pune from the 4th to 7th of December 2014.

The IAPM conference provides a unique opportunity to meet eminent personalities from many different horizons and backgrounds, exchange, compare and learn. It is also the ideal setting for exchanges between various institutes, hospitals & companies.

In this 63rd edition of the event, Trivitron showcased their comprehensive product offerings through print media & product displays. Trivitron's approach here was to let our customers know that we can be a single point solution for all basic and advanced needs of the customers.

The product range displayed through illustrative standees comprised of, Chromatography, Point of Care, Electrophoresis, Molecular Diagnostics, Clinical Biochemistry, Mass Spectrometry, Microbiology, New Born Screening, Cytology, Hematology, Immunoassays & Histopathology. Also, we demonstrated various models at the event viz; Decalifier from SAKURA, LABMATE (Fully & Semi Automated), ESR Analyser, Cellenium 19, 3 part version.

Trivitron stall was definitely a point of attraction with such a wide range of product portfolio. Our team of eight comprised of Product Managers Sales & Application personnel. Our initiatives were ably supported by M/s Nitin Sawant & Vincent Miranda.

Principals from Sakura Finetek Japan, also made a point to visit the stall and the event. Sakura Finetek Japan Co., Ltd., since its establishment in 2001, has been active in the development of innovative methods in pathology. The company has established its reputation as "a pathology total solution provider" to support specimen preparation, pathological examination and diagnosis. SAKURA visitors from International business heads included Mr. Andries Dragt, Mr. Mashood CMT & Mr. Wilco Alblas.

In addition, Mr. Matheiu Bine from our Prime principal SEBIA, France, was also present on 5th Dec 2014.



ACIBICON 2014



Trivitron healthcare participated in the 41st National Conference of Association of Clinical Biochemist of India (ACBI) which was held at the All India Institute of Medical Sciences, Jodhpur from the 11th to 13th of December 2014.

We have showcased our wide range of product across all section of the laboratory including Clinical Chemistry, Hematology, Electrophoresis, Chromatography, New Born Screening & POCT.

Leading biochemists from around the country attended the congress and was a great platform to reach out to the existing & potential customers.

Trivitron stall combined with Agilent & Diasorin Trivitron was definitely a point of attraction with such a wide range of product portfolio. Our team of five comprised of Product Managers, Sales & Application personnel. Mr Vincent Miranda supported our initiatives appreciably.

Scientific Lecture on LCMS – Key role in Clinical Diagnostics presented by Dr.Sachin Pandey was appreciated by many doctors & we have generated many enquiries of LCMS & FTIR during this conference.

Our stall was visited by many renowned biochemists across the country. We welcomed Dr. Asha Vaid- Hinduja Hospital, Dr.Barnali Das,Kokilaben Dhirubhai Hospital, Dr.Harshwardhan, Hindurao Hospital, Delhi. Dr.Toprani, Vadodara, Dr. Arun Rajjada, Medanta Hospital and many more. All guests appreciated our initiatives in the conference.

TESTIMONIALS



This is to certify that we are using Konelab 30 Prime fully automated biochemical analyzer manufactured by Thermo Scientific Corporation, Finland supplied by Trivitron Healthcare Pvt Ltd, Chennai. We are satisfied with the performance of the instrument and getting best service support from diagnostic customer support team of Trivitron Healthcare Pvt Ltd, Chennai.

Dr. Balammal
Sundaram Medical Foundation



We are pleased to inform that we are using Cellenium 19, Hematology Analyzer and Elite Electrolyte Analyzer from Trivitron Healthcare Pvt Ltd, Chennai for last five years. The performance of the instrument is satisfactory. The engineering support provided from Trivitron engineers is excellent.

Dr. S. Varadarajan
ESSVEE Hospitals

We are happy to certify that the Sakura instruments in our Histopathology department are supported by Trivitron Healthcare Pvt Ltd. The services provided by them are very good and we are satisfied with the service support.

Dr. Hema Malini Aiyer
Dr. Lal Pathlabs

LABSYSTEMS DIAGNOSTICS OY, FINLAND

Labsystems Diagnostics Oy, Finland has been a forerunner in innovative diagnostic research and development for the last 30 years. The company develops, manufactures and markets high quality enzyme immunoassays (EIA, FEIA and MIFA), molecular assays (MDx) and Point of Care (POC) tests.

As an established European company Labsystems Diagnostics has committed itself to developing high quality diagnostics products for use in clinical and research laboratories, for consumer use and as OEM products. The company strongly invests in research and development, in its highly qualified personnel and state of the art production. A highly rigorous quality system and CE-marked products ensure sustainable quality of the products. These assets combined with efficient customer support, long term customer satisfaction and a solid reputation ensure success.

NEW CEO FOR LABSYSTEMS DIAGNOSTICS OY, FINLAND



Dr. Géraldine Carrard
CEO

Dr. Géraldine Carrard has been appointed CEO of Labsystems Diagnostics Oy, Finland in November 2014. She hails from France and now lives in Finland. A PhD in Biochemistry from the prestigious Pasteur Institute and VTT Biotechnology, Dr. Geraldine has conducted post-doctoral research in human aging. She has been a senior scientist in Aventis Pharma and Ani Labsystems. And she has served as Business Development Director of Cerba European Lab. Dr. Geraldine has over 17 years of rich experience in research and development in IVD industry. Her contributions to the success of Labsystems Diagnostics Oy will be immense and phenomenal.

FULLY AUTOMATIC NEWBORN SCREENING PRODUCT FROM LABSYSTEMS DIAGNOSTICS - A BIG SUCCESS



The first fully automatic NBS system from Labsystems Diagnostics was installed in University Medical Centre Ljubljana, Slovenia in 2013. Two parameters (TSH and PKU) are tested here with the system. The second and third installations of NS2400 fully automatic NBS system were in China, where they are doing TSH, PKU and 17OHP assays. The systems showed improved efficiency and reduced workload for the screening lab. All the users appreciate the possibility to combine several assays at the same time, as it greatly reduced the overall running time of all the assays and manpower needed. Moreover, obtained results showed more consistency both within run

and between runs when compared to human operators.

More and more applications are being developed for the NS2400 platform as of today and this makes the customers' investment future-proof. And upon request of our customers, we have also introduced new features such as automatic washing and other maintenance tasks into the current application so that the customers would need minimum care for the instrument. We are confident that the NS2400 Newborn Screening system will prove itself as the world's topmost, fully automated system for the ever-demanding screening lab of the future.

LAUNCH OF NEONATAL PRODUCTS

Two new neonatal screening products are launched by LabSystems Diagnostics Oy Finland. The first one is Neonatal IRT for screening for cystic fibrosis, a disease that affects the lungs, especially. This has been already sold to Turkish neonatal tender. The second one is Neonatal Biotinidase for testing biotinidase deficiency, an inherited condition in which the body is unable to use the vitamin biotin which causes several health problems. When diagnosed, problems can be prevented with a proper treatment. These CE certified kits complete the LabSystems Diagnostics' neonatal product range to include all the most used neonatal screening assays of microplate format.

R&D INITIATIVES

New R&D initiatives are planned and implemented for the four product segments: Neonatal Screening, Gastrointestinal products, Cardiac products as well as Infectious Diseases, in close co-operation with Finnish and Indian R&D teams.

Global partnership has been agreed with a LC-MS company.

A global quality system based on ISO 13485 will be launched in LabSystems Diagnostics facilities in Finland and in India. Quality Assurance and Regulatory Affairs Manager Tiina Vilkinen will be the head of the quality functions.

BIG TENDER WIN IN TURKEY

LabSystems Diagnostics Oy, Finland, has won a big neonatal screening tender in Turkey. Nearly three million babies will be tested with the company's Neonatal Phenylalanine and Neonatal IRT tests. The Turkey business

is expected to increase over three-fold. The Neonatal IRT (Immunoreactive Trypsinogen) is a brand new addition to company's neonatal test portfolio, recently developed by the R&D team. The disease that is detected with the IRT test, is Cystic Fibrosis, a serious condition due to a gene mutation that affects mainly lungs and causes frequent lung infections and poor growth.

The Neonatal Phenylalanine test detects Phenylketonuria, or PKU. In this disease the amino acid phenylalanine cannot be normally metabolized which leads to mental retardation and neurological problems. When detected in a newborn, the damages can be prevented by suitable diet sans the phenylalanine.

MEXICO BABIES WILL BE SCREENED USING LABSYSTEMS DIAGNOSTICS OY ASSAYS FOR NEWBORN SCREENING

This year all babies in Mexico will be screened using LabSystems Diagnostics Oy assays for NewBorn Screening. The parameters to be tested are TSH, PKU, 17-OH-Progesterone and Galactose. The total order of nearly 6 million tests was produced and delivered within 3 weeks. Thanks to incredibly dedicated and hardworking LabSystems Team in Finland. This year in Mexico, babies will be safe and rescued from metabolic genetic disorder.



CONFERENCES

ARAB HEALTH 2014



Arab Health 2014 exhibition in Dubai, United Arab Emirates, 27 - 30 January, 2014

ECCMID

ECCMID, 24th European Congress of Clinical Microbiology and Infectious Diseases with an exhibition in Barcelona, Spain, 10 - 13 May, 2014.

ISNS

ISNS (9th International Society for Neonatal Screening) European meeting in Birmingham, United Kingdom, 12 - 15 October, 2014.

EXPOPHARM



Expopharm, Europe's biggest pharmaceutical trade fair in Munchen, Germany 17 - 20 September, 2014.

EXPO MEDICAL 2014



Expo Medical 2014, Healthcare Exhibition in Buenos Aires, Argentina, 1 - 3 October, 2014.

MEDICA 2014



Medica Meeting in Dusseldorf, Germany 12 - 15 November, 2014.

ICID



ICID, 16th International Congress on Infectious Diseases with an exhibition in Cape Town, South Africa, 2 - 5 April, 2014.



IMAGING & RADIOLOGY

Trivitron Healthcare is a global medical technology company of Indian origin that focuses on manufacturing, innovations, distribution and, after-sales support and services in healthcare products such as inVitro diagnostics, imaging, intensive care, and modular OT. Trivitron have installed a panoptic range of products from portable B&W to high-end Elastography.

Trivitron constantly evolves with greater emphasis on cost-effective medical technology solutions, and successful global and local JV synergies.

- Trivitron is associated with Hitachi Aloka for over 15 years– Innovators of ultrasound system, across the world.
- Kiran Medical exports X-ray accessories and radiation protection apparels such as Cassettes, Screens, Grids, Shields and Computer Radiography Systems to over 160 countries across the world including USA, Europe, Japan and Latin America.
- Trivitron manufactures and markets a wide range of contrast media products for imaging industry, in association with Imaging Products (India) Pvt. Ltd.

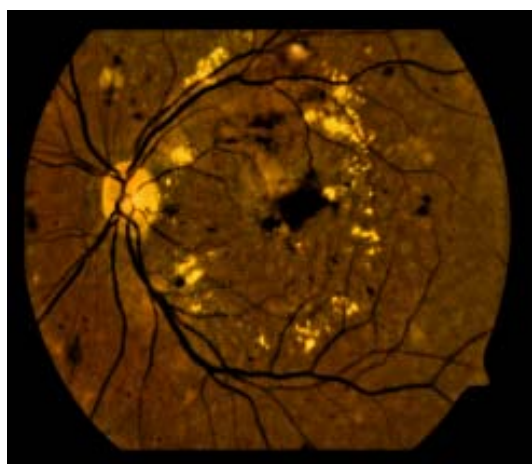
DEVELOPMENT OF TRIVITRON X- RAY SYSTEMS

The C-Arm development process has made commendable headway in 2014. Comparable with any other similar product from reputed manufacturers, the product has successfully bagged the BIS, AERB and CE certifications. C-Arm is produced to target the Indian and the emerging markets alike and is likely to take on reputed competitors such as Allengers, Adonis and RMS.

In December 2014, the Council of Industrial and Scientific Research (CSIR) approved a project submitted by Trivitron for the Development of High Frequency / High Power generators in the country up to a power level of 80kW. This project proposal had been submitted under the prestigious National Millennium Initiative for Technology Leadership (NMITLI) of CSIR, Govt. of India.



AUTOMATED IMAGE DETECTION OF RETINAL PATHOLOGY



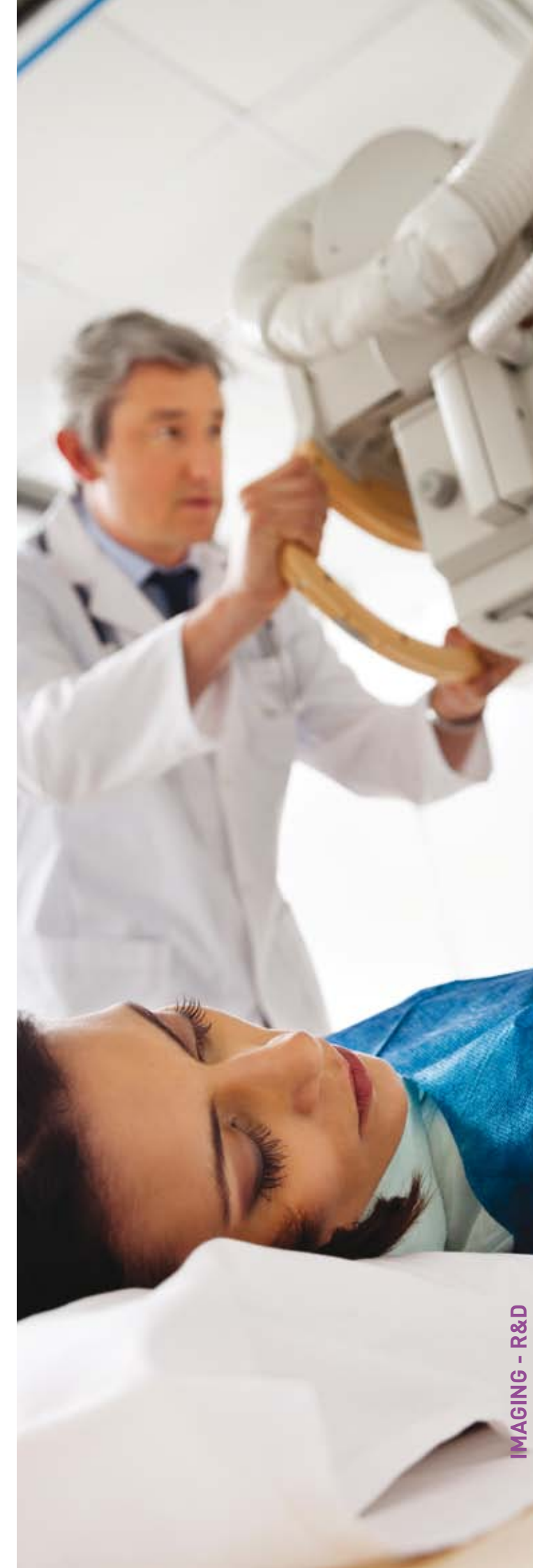
Trivitron and IIT Madras are jointly exploring the possibility of licensing the software package to an international player. The package, a diagnostic tool for screening diabetic patients for whom the probability of eye ailments finally leading to blindness, is very high. India being projected as the global diabetic capital, the present retina specialists will not be able to screen the ever-increasing number of diabetic patients. This tool will capture the image of retina, do the preliminary analysis and advise the patients for further consultation with specialists, if required. This tool will be of great assistance to both the patients as well as doctors in the initial stages of investigation.

LAUNCHING OF NEW GENERATION X-RAY EQUIPMENT FROM KIRAN - SUPPORTED BY IN-HOUSE R&D AND TECHNOLOGY TRANSFER FROM IMD ITALY

Trivitron launches its new generation X-ray equipment from the house of Kiran. Kiran entered into a technology transfer agreement with Intermedica Italy [IMD Italy] for manufacturing and marketing new generation X-ray equipment such as flat panel C-arm X-ray equipment integrated with dual power system, dynamic anti-collision system Full DICOM 3. The innovative new generation angio machine has excellent maneuverability through a slim-line design. Equipped with e-motion remote control and 100KW power, the product boasts of state-of-the-art liquid cooled tube system and excellent image quality. The machine is highly suitable for cardio and angio applications.

Trivitron also launches the surgical Mobile C-Arm with extra power reserve and excellent 1k x 1k image quality. Kiran and IMD will launch new series Monoblocs for C-arms and X-ray generators for DR systems, from their state-of-the-art factory in Pune, India. Trivitron also proud to launch another state-of-the-art product Panoramax Dental X-ray with excellent image quality.

INTERMEDICAL Italy is part of the IMD Group of Italy. INTERMEDICAL's products are designed, developed and manufactured in Italy. Always in the forefront to develop and deliver innovative technological solutions, INTERMEDICAL's team of researchers and developers are among the most scholarly and technologically astute. INTERMEDICAL's products and services are ISO 9001:2008 [CSQ] and ISO 13485:2003 [CSQ-MED] certified. The quality standards are guaranteed by the EC endorsement, certified by IMQ as notified body. INTERMEDICAL's success and reliability are assured by its lasting production, sales and service values.



FIRST F75 SYSTEM IN MEDISCANS

The first Hitachi Premium and Color Doppler Model F75 system were inaugurated in Mediscans, Chennai. Dr Suresh, Mediscans, KOL, Chennai, presided over the inauguration. Mediscans is one of the most reputed and prestigious ultrasound technology training institutes. It is also the leading scanning center in India.



SECOND MRI INSTALLATION AT IQRAA CALICUT

We have successfully installed and tested the 1.5 T MRI at IQRAA International Hospital, Calicut. IQRAA is a multispecialty hospital and this is our second installation of 1.5 T Supercon MRI in South India. Thanking you all for your support & arrangements for a successful installation.

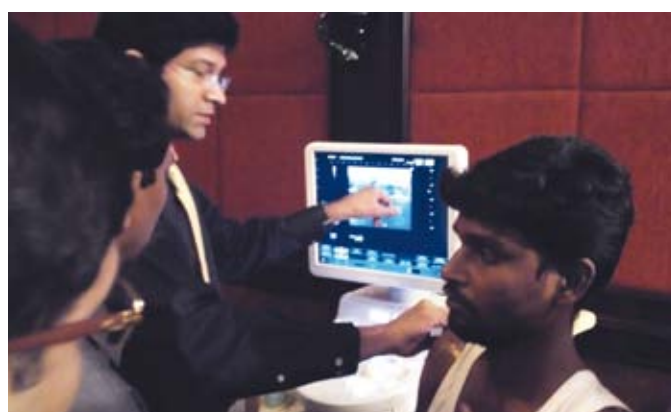


CONFERENCE OF OB & GYN DEPARTMENT, YAVATMAL

The OB & GYN department of Yavatmal organized a conference on 12th Oct 2014. M/s Ayaz attended the conference for two days. Dr Shah from Mumbai conducted the workshop. We connected our alpha-6 machine to the projector for the ultrasound workshop. We received positive feedback from the dignitaries. Dr Girish Mane, Yavatmal evinced interest in buying the alpha-6 in a buyback of his GE machine.



CRISP-MSK CONFERENCE 2014 HELD AT COIMBATORE



Trivitron participated in a two-day CRISP Musculoskeletal conference on 26th & 27th July 2014 at The Residency Towers, Coimbatore. This was primarily a radiologist conference with focus on Musculoskeletal Radiology. We had top notch key speakers viz. Dr. Girish Gandikota, Consultant Radiologist, University of Michigan, USA, Dr. Chandramohan, Consultant Radiologist, UK, Dr. Anbarasu, Consultant Radiologist, Coimbatore & Dr.Sivasubramaniam, Consultant Radiologist, Coimbatore. Over 35 radiologists attended the conference.

BAGGED 48 – ALPHA 6 LT COLOUR DOPPLER ORDERS FROM KARNATAKA

This year we have bagged 48 – Alpha 6 LT Color Doppler orders from Karnataka State Drugs & Logistics, Bangalore. Earlier we have installed 18 A6LT Color Dopplers. We have delivered more than 66 Color Dopplers to Karnataka Government and carried out more than 100 installations in Karnataka state. Our Karnataka Regional Manager Mr. Anil Halapanavar handled the entire project and has achieved this great feat.

FIRST INSTALLATION OF HITACHI ALOKA - MODEL F37, IN INDIA

Trivitron Healthcare has installed the HITACHI ALOKA Color Doppler Ultrasound Model F37, first of its kind, in India. This machine has been installed at Srinivas Scan & Diagnostic Center, Vijay Nagar, Bangalore. Dr. P Srinivas, Radiologist, Srinivas Scan & Diagnostic Center, expressed his happiness on the installation of the state-of-the-art Ultrasound machine.

F-37 is the high-end whole body color Doppler system, having special features such as:

- 3E Platform, Broadband Harmonics
- Extended Pure Broadband Harmonics
- Adaptive Image Processing (AIP)
- Spatial Compound Imaging (SCI)
- Silky Image Processing (Latest Technology)
- Extended Flow (eFlow)
- Auto Nuchal Translucency
- Dynamic slow-motion display
- Real-time Free Angular M mode (FAM)
- Real-time 3D (4D)
- Freehand 3D
- Auto Intima Media Thickness
- Tissue Doppler Imaging
- Image optimizer in both B Mode & Doppler mode
- McAfee embedded control
- Extended field of view



CONFERENCES

BIIP 2014



The Breast Imaging Intervention Program [BIIP - 2014] was held from 1st to 3rd of August at IIT Chennai. Around 120 delegates from all over India including radiologists and onco-surgeons attended the conference. Trivitron had displayed seven SVDX workstations, three Ultrasound Machines, MCP stage and two Vacuum Assisted Biopsy Systems for the workshop. It is a matter of pride that we have once again succeeded in putting together a great show. The conference was well applauded by everyone. We had the privilege to deliver a lecture on Mammography techniques and positioning.

Kudos to our team - Mr. Yassin (Hologic), Mr. Pascal (Hologic) Mr. Marimuthu, Mr.Nishant, Mr. B K Jayachandran for their excellent execution, Henny & Kathleen for the excellent workshop put together, Sowmya for her involvement in USG workshop, and logistics team for all their efforts to get the system delivered on time.

CUSP 2014

Mediscan, Chennai successfully organized the CUSP 2014 (Clinical Ultrasonography in Practice) in Chennai. Over 1000 delegates participated in the four day conference, which brought together radiologists, sonologists, ob & gyn specialists from all over India.

The theme of this year's conference was "Towards Achieving Excellence" which allowed presenters to explore best practice in general ultrasound & ob/gyn procedures. First day was the workshop session, followed by conference for three days. Arietta S60 was demonstrated in the Live workshop for the topic "Guideline based third trimester scanning". Dr. Preethi Venkatesh from Manipal Hospital, Bangalore & Dr. Baskaran from Malaysia demonstrated the machine. Dr. Suresh explained the different guidelines to be adhered to during the third trimester scan. The faculty members appreciated the image quality of Arietta 60 scanner.

We are pleased to share the good news that Dr.S. Suresh and Dr. Indrani Suresh launched our new product Arietta S60 & F37. Dr. Indrani Suresh explored the various parameters, new techniques including 4D & HD Live in F37 and appreciated the image quality.

Trivitron being one of the major sponsors, our stall was located in prime location in the main conference venue. We displayed Hitachi Aloka Alpha 6, Alpha 7, Avius, F 37 & Arietta S 60 machines and received a good response from the delegates.



USCON 2014

On 1st and 2nd November 2014, Trivitron participated in the annual USCON XXIII, held at Hotel JW Marriott, Aerocity Delhi. The USCON, governed by the Indian Federation of Ultrasound in Medicine and Biology, is an annual event held in different cities every year. USCON is one of the few events that focuses on clinical ultrasound.



The event lasted two days, and attracted over 1000 delegates from across the countries. Trivitron was proud to be one of the partners of this conference. Trivitron unveiled two of its new products in this conference, the Hitachi Aloka F37 and the Arietta S60 ultrasound systems.

The F37 being the latest entrant in the mid-segment 4D ultrasound market, attracted a lot of curiosity and attention from numerous doctors. The F37 promises to fill the gap of a high performance; feature rich premier 4D ultrasound in the mid-range segment. With its launch Trivitron can now target the affordable 4D ultrasound market. With the newly added features of 4D shading and multi-slice imaging, the product was well received and widely appreciated.

The Arietta S60 was inaugurated at the USCON 2014 by the organizers of the event. The Arietta S60 is a premier segment ultrasound system, promising many features that modern ultrasound can accomplish. The system boasts of a nexus of technologies from both Aloka and Hitachi and thus showcases the best of both technology giants. Features like Real Time Elastography, Fusion Imaging, Advanced 4D imaging add value to the system. The Arietta S60 promises to be an ideal fit in the elusive premier segment of ultrasound.

We had showcased two more of our ultrasound systems, the Aloka Prosound Alpha Six and the Hitachi HiVision Avius in the conference. The Trivitron stall in the conference generated a lot of curiosity with over 150 stall visits. The team comprised of five application specialists from Trivitron ably supported by Mr. Arul from Hitachi. The team was also accompanied by seven members of the sales team from various regions. The team was able to gather a lot of market information and inquiries. Many renowned doctors viz, Dr. Duggal (Delhi), Dr. Chawla (Delhi), Dr. Naruka (Jaipur) and Dr. Praveen Kumar (Patna) visited the stall and showed interest in our products.

BISICON 2014

The Breast Imaging Society of India (BISI) had organised the Second National conference BISICON 2014 on 15th and 16th November 2014, at The Spring Club in Kolkata. Around 140 delegates, mostly radiologists and post graduates attended the conference. It was a two-day conference. First day witnessed major discussions on breast imaging and its advances. The second day witnessed imaging workshop followed by case discussions and USG interventions.

We had displayed 6 sets of Hologic 10 MP workstation loaded with 2D, tomo and Cview images for case discussion at the imaging workshop. We also had one workstation at Hologic booth. Both the conference & the workshop were well appreciated and well explored by all the delegates. We would like to thank our logistic team, both Hologic, Trivitron & ADS for all the support extended. We record our appreciations for Mr. Marimuthu and Mr. Raj, our dedicated service persons who assembled all the workstations and kept them ready for the workshop. We appreciate the efforts of Mr. Malik who handled and attended to all the delegates visiting our booth.



TESTIMONIALS



I have been using Aloka machines since the very beginning of my practice, almost for the past 20 years and am still using. The 2D, grey scale resolution of Aloka machine is incomparable. Helps greatly in the easy workflow. The after sales and service from Trivitron is excellent.

Dr. Chitra Ganesh

Karthik Ultrasound Center, Bangalore



I have been associated with Aloka brand since 1990 and used all Aloka ultrasonography machines till date. I have recently purchased Hologic Mammography machine, also from Trivitron. I am associated with Trivitron since 2000 and have only pleasant things to say about my association. Both the products, Aloka and Hologic, supplied by Trivitron are best in the market, supported equally good by Trivitron's network.

Dr. Sanjay G Khemuka

Khemuka X-ray and Ultrasound Clinic, Nagpur

I am a user of Alpha 6 Aloka Trivitron ultrasound scanner for past two years and I am extremely satisfied with its performance. I am equally satisfied with the after sales services provided by the Trivitron Healthcare.

Dr. Latha Vaidhyswaran,
Consultant Sonologist,
R R Scans, Chennai

IPI (Imaging Products India)

During the current year, IPI sales performance till October, 2014, was Rs. 29.21 Crores, which is 91% to the OP, with a growth of 11% over corresponding period last year. We expect to end the financial year as per plan.

1. Sales promotion activities during the year:

Participation in the USCON 2014 conf (Ultrasound society of India), at Delhi – 31st Oct to 2nd Nov'14.

Attended by over 400 ultrasonologists from all over the country, this national meeting of the ultrasonologists, was important for us as the conference key note address was delivered by Dr. Hans Weskott from Germany, whose visit was sponsored by IPI - Bracco. Dr. Weskott delivered talks and conducted workshop, at the conference. We also organized a presentation of Dr. Hans Weskott to radiologists, and gastroenterologists of AIIMS Delhi, and Medici Medanta, Gurgaon. The event was an interactive one, and much appreciated by the delegates, as Dr. Weskott answered their queries, and gave them tips and tricks to better their contrast enhanced ultrasonology.



Participation in the MSBIRA conference at Nagpur.

Held in September, 2014, at Nagpur, the Maharashtra chapter of IRIA, saw an attendance of 400 delegates. Our Area Manager based at Nagpur, Mr. Chetan Pandya, represented IPI. Most of the delegates visited our stall.



Participation in the 54th AP chapter of IRIA conference.

Our Sales Manager Mr. H Vaidesh represented IPI during this conference held on 25th and 26th October at Hyderabad. Eight speakers from USA, delivered their talks at the conference. Our Sales Manager was felicitated by the organizers for his outstanding contribution to the IRIA, AP chapter.



2. Training activities during the year



Relaunch of Sonovue Inj.

Mr. Theirry Rognard, Global Product Manager of Bracco Ultrasound division was invited to conduct a training program for IPI and Trivitron - Health Managers on the latest advances of ultrasound Inj Sonovue. Mr. Rognard organized an excellent training programme with practical inputs for various new indications for Sonovue. Our Managers were enthused after the training programme, and in the coming months we expect a healthy sales picture for Sonovue Inj.



3. Our sales success this year

- Won the RCC Trivandrum tender, for contrast inj, worth Rs. 70 lacs annually, besting GE Healthcare for the first time. Our team leader Mr. Radhakrishnan Nair from Trivandrum, in close association with Ms. Flavia Furtado, Manager Administration at HO, Mumbai, won this tender.
- Won the Delhi government hospital tender for the first time. Estimated business would be Rs. 1 Crore annually. Our Sales Manager Mr. Rohit Sekhri was instrumental in winning this tender.
- Won the Bhopal Memorial Hospital tender for the first time, worth Rs 25 lacs annually. Our Area Manager Mr. Sunil Batham based at Indore handles this business.

4. Cross contribution with other divisions of Trivitron

IPI field force have started partnering with other Trivitron divisions, to further business opportunities. Currently our field force pass on leads for Ultrasound machines, OR theatres, to their counterparts in Pune, Mumbai, Delhi, Hyderabad, among others. We envisage some of these leads to fructify in this financial year.



CRITICAL CARE AND LIFE SUPPORT (CLSS)

Triviron Healthcare provides turnkey OT solutions that are highly reliable and patient welfare centric. From pendants to modular OTs, Triviron Healthcare provides superior quality equipment with world-class features. The unique requirements of each OT are carefully analyzed and Triviron Healthcare provides the most customizable, state-of-the-art ICU equipment and operating room.

The critical care range of products include:

1. World class ventilators, defibrillators, ECG monitors, infusion devices and OT lights.

2. Renal Care Service – Triviron Healthcare has carved its niche in the renal care segment with its installation of the finest, simplest and most efficient dialysis equipment in many critical care centers.



TRIVITRON LAUNCHES IN-HOUSE DESIGNED PATIENT MONITORS, TRANSPORT MONITORS, ECG, PORTABLE VENTILATORS, SYRINGE & INFUSION PUMPS

Trivitron's Critical Care Division which has been witnessing formidable growth is all set to launch its new range of indigenously designed products including Patient Monitors, ECGs, Portable Ventilators, Infusion & Syringe Pumps.

The new products designed will be highly reliable, unique & sturdy. The products will also be rich in features & will be field upgradable. The new products will ensure value for money and can even be customized to suit customer's budgets.

The newly designed Patient Monitors have various unique features including option for remote control operations and upgradability of various parameters at the customer's site. The Monitors are designed to measure basic parameters such as ECG, Heart Rate, Spo2 %, Blood Pressure, Respiration & Temperature and also specialized parameters such as Invasive BP, End tidal Carbon-dioxide, Cardiac Output & even Depth of Anesthesia Monitoring. The Monitors so designed will be suitable for placement in OT, ICU & wards. The Monitors are easily transportable and come with a solid battery backup. These latest monitors have specific modes for use on neonates, children & adults.

The newly designed ECG machines will comprise of a wide screen for viewing of ECG. The 12 Channel ECG machine will offer a 10 inch wide screen which will be the best in its class. The ECG machines will have a unique facility of connecting to a normal inkjet printer and facility to save numerous ECG results in a memory card. These machines also come with a robust battery backup.

The New Generation Pumps come with extensive features. The machine has options such as Drug Calculation Software and an extensive Drug Library. The Syringe Pumps have capability to adapt syringes from 5ml to 50ml. All patient-safety features are fully incorporated in these pumps. However these pumps are designed to suit customers' budget and will ensure value for money.

New Portable ICU Ventilators have been life savers and have made a mark. This unique and highly reliable equipment is a feature bank, all compressed into a compact box. This Ventilator gives a tough competition to the higher end machines by offering options for Loops, Low Tidal Volume, Hi & Low Flow, Dual Limb, Touch Screen & Upgradable features. These ventilators can be used in a ICU and simultaneously be shifted to an ambulance along with the patient. The equipment is turbine driven and has a solid battery backup too. The new concept in ventilation has been hugely welcomed by customers across segments.

PMCC DIVISION CROSSES 1000 PLUS INSTALLATIONS OF TRIVITRON BRANDED PRODUCTS

The Critical Care division completed 1000 plus installations of Trivitron manufactured products across India in just over two years of its launch. Thus confirming its name as one of the leading brands in the Critical Care Segment. Trivitron manufactures critical-care products such as monitors, ECGs, defibrillators and pumps. It has recently launched products in the portable ventilator segment too.

PMCC DIVISION BAGS RATE CONTRACT FROM KMSCL FOR ITS INFUSION PUMPS

The Critical Care division bagged its first government rate contract for supply of infusion pumps to hospitals in Kerala. This opens a huge opportunity for installing its Infusion pumps in leading government hospitals across Kerala. We expect to install over 150-200 pumps through this opportunity.

MODULAR OT SOLUTIONS

- Installation of 130 OT/ ICU pendants in Deenanath Mangeshkar Hospital, Pune – One of the large scale projects in India. Pendants with multiple design and functionality matching customers requirement
- Installation of 16 Brandon OT Surgical Lights in Deenanath Mangeshkar Hospital, Pune – First major installation of Brandon OT Lights in India
- Installation of OT Pendants in Aashka Hospital, gandhinagar – 150 beded newly constructed hospital in gandhinagar – first of its kind with advanced technology in a remote area providing access to the nearby rural region for quality healthcare
- Bagged in a major installation in Pune – Ranka Hospital, newly extended 100 beded hospital equipped with advanced technologies. We are building up an advanced featured Modular Operation Theatre with double armed pendant, OT Panel, automatic sliding door and Laminar Ventillation System. In addition we are also supplying with ICU Critical Care range of products
- Installation of 03 operation theatres in Jupiter Hospital, Mumbai – One of the major multispecialty corporate hospital based in Thane



1) Customizable Pendant Design Solutions: Our flexible and customizable design pendant is a unique concept universally accepted and appreciated in the market place. Our pendant design follows NABH norms and quality standards.

2) Our technical experts are working on an High End Modular OT concept with integration system which will be launched soon. This technology will help the end users in terms of communication and knowledge sharing.

CONFERENCES

PMCC'S PARTICIPATION IN THE CRITICAL CONFERENCE AT JAIPUR

Trivitron participated in the All India Critical Care Conference held at Jaipur in February 2014. Over 1500 doctors from across India, attended the conference. Trivitron, one of the major sponsors of the event, participated and displayed its whole range of Critical Care Products including the Event & EC Vent Ventilators. There were around 500 walk-ins and the response was very good. We were able to generate valuable enquiries and also clinch a few orders for pumps.



TESTIMONIALS



I bought EC Vent PRM ventilator and Monitors from Trivitron almost a year back. Both are world class products backed up by excellent services.

Dr.M.Tarun Kumar Reddy, MBBS, MD
Sujana Hospital, Guntur



I am satisfied with the quality of Pulse Oximeters and Syringe pumps purchased from Trivitron. Definitely I will suggest these machines to all of my colleagues.

Dr.Ashok, MBBS, DA
Supraja Hospital, Hyderabad



I have been using the critical care products of Trivitron and have found them to be extremely satisfactory. The equipment quality & reliability is on par with any other multinational company. I am also happy with the after sales support being provided by the team. All the best!

Dr. Ram Kharvi
Consultant, Omkar Hospital, Mumbai



I am very much satisfied using Trivitron Critical Care products. I have been using patient monitors, AED, ECG & pumps for the last 8-9 months and I am quite satisfied with the product quality & after sales service support.

Dr. Pankaj Sarkar,
Asst. Professor, Medical College Hospital, Kolkata

STAR TRIVITRON

Star Trivitron based in Dubai, UAE is an 100% subsidiary of Trivitron Healthcare Enterprise. Established in 2007, Star Trivitron turned to be one of the fastest growing companies in the Gulf region. Star Trivitron continues to lead the UAE market in CR/Printer/Hardcopy imaging segments with Agfa Healthcare, Hospital Hand Sanitizers with Gojo Purell unit and significant success rates in various segments of Lab Diagnostics with Thermo Scientific, Optimed, Centurion and other reputed companies.

In line with the Vision of Trivitron Healthcare enterprise, Star Trivitron with its superior and proven service expertise in Dubai, shall distribute world class products to the Middle East Africa region providing regional sales and service support through a full-fledged training and development center based in Dubai Healthcare city designed to deliver efficient and quality healthcare solutions at an affordable price.

BREAKTHROUGH FOR STAR TRIVITRON WITH DIGITAL X-RAY SEGMENT IN THE UNITED ARAB EMIRATES



Star Trivitron has earned a major breakthrough in mobile premium digital X-ray segment in Iranian Hospital, Dubai, by bagging the orders for two numbers of premium Agfa Digital X-ray systems after thorough clinical and technical evaluation. In spite of a tough competition with special offerings, the customer preferred Star Trivitron, owing to the trust and confidence built by the team through efficient service and excellent customer relationship. This is a great beginning for the Imaging team at Star Trivitron.

Iranian Hospital, part of Red Crescent society established in 1970 in Dubai, offers quality healthcare to more than 2,000 patients, daily. It accommodates more than 100 beds and is still expanding with an accreditation from ACI (Accreditation Canada International)

WORLD RADIOLOGY DAY



World Radiology Day on Nov 8th 2014 was celebrated by Ministry of Health, UAE with euphoric spirit and enthusiasm.

STAR Trivitron's commitment was on total display when the entire team attended the event in spite of the fact that

it was a government weekend. STAR Trivitron's stall, with a display of AGFA and KIRAN products was the cynosure of all eyes. A lecture by AGFA specialist on the latest PACS solutions called IMPAX AGILITY, was the high point.

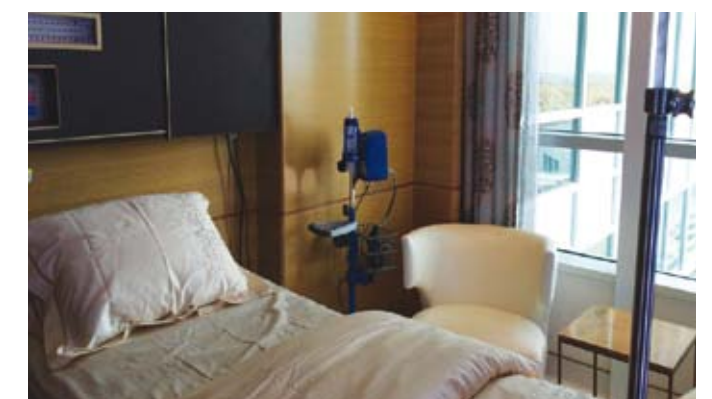
The response was good as more and more prospective clients were endorsing our product for quality and performance backed by STAR TRIVITRON's prompt and premium service.

STAR TRIVITRON'S LATEST SUCCESS AT SHEIKH KHALIFA HOSPITAL AT RAS AL KHAIMAH, U.A.E



Star Trivitron has bagged an order for 600 plus Hospital Hand Sanitization Dispensers including sensor based Automatic Dispensing Systems in VIP areas and 350 plus Hospital Soap Dispensers and the unique Trolley based Pump Bottle with Brackets that was installed in a record time of 7 days by the Medical Consumables team. Star Trivitron has retained its leadership within UAE in this segment with "Gojo" Purell.

Sheikh Khalifa Specialist Hospital is a 6 - Level 248 bed hospital comprising of multi-specialty patient services housed in a sprawling 65,000 sqm campus under the patronage of Shaikh Khalifa, The President of UAE and ruler of Abu Dhabi, solely managed by Seoul National University Hospital, Korea.



APOLLO WHITE DENTAL – INDIA'S LARGEST AND MOST TRUSTED CHAIN OF DENTAL CENTRES

Starting the year with 42 centres, Apollo White Dental has gone a long way in expanding itself to 76 centres across 17 cities. The number of patients who had taken up services from Apollo White Dental in the year 2014 mounts to 700,000. Currently Apollo White Dental has branches in Ahmadabad, Bangalore, Chennai, Coimbatore, Hyderabad, Kolkata, Mumbai, Navi Mumbai, Mysore, Madurai, Nellore, New Delhi, Tirupathi, Pune, Puducherry and Trichy, thereby rendering services across the length and breadth of the country. Apollo White Dental, which boasts of introducing the concept of Dental Spa in the country has in 2014 given the city of Pune its first ever Dental Spa. It has also opened up a second Dental Spa in the city of Mumbai.

Apollo White Dental drives its performance with over 450 qualified and skilled doctors and consultants.

Today, dental awareness is one of the major challenges faced in the field of dentistry. Apollo White Dental had been engaged in a number of activities to promote oral health care awareness among the general population throughout the year 2014. Over 1000 dental awareness and screening camps have been conducted successfully across India, during which over 1 lakh patients have been screened. Apart from conducting dental camps, Apollo White Dental has been encouraging oral health care through corporate tie-ups with a number of companies like HCL, Mahindra, Hyundai, Telugu Film Producers Council etc. Apollo White Dental has also enhanced its presence in the Digital Social Media with an updated patient friendly website (www.apollowhitedental.com), 35000+ followers on Google plus(<https://plus.google.com/+ApolloWhiteDentalCare>), 21000+ likes on Facebook (www.facebook.com/apollowhitedental). Numerous of oral awareness campaigns have been conducted via online social media. A mobile app for Apollo White Dental, which encourages patient connect to the clinics, has been developed.

New products like k smile, k ultra, k silensor, k jewel have been introduced in Apollo White Dental Clinics after making a strategic alliance with a German based company.

Apollo White Dental had a perfect finish for 2014 when it bagged five Awards at the "Famdent Awards for Excellence in Dentistry" in the month of December. Apollo White Dental was finalists in 14 categories out of which it walked away with five awards in the following categories:

- **Best Metropolitan Clinic**
- **Best Corporate Dental Chain**
- **Best Dental Website**
- **Best Dental Lab (Alliance Dental Lab)**
- **Best Dentist of the year (Doctor Category)**

Apollo White Dental is looking forward to a brighter 2015 and will leave no stone unturned to emerge as the finest dental health care provider!



The Royal Suite (Dental Room) at Apollo WHITE Dental SPA



TAPPING HUMAN RESOURCE



GLOBAL HR EXCELLENCE AWARDS



Team HR proud & elated - Trivitron bags two prestigious HR awards

“Dream Company to Work For” and “Global HR Excellence Award” for company with continuous innovation in HR strategy at work in healthcare sector by Council of Asian Confederation of Business & World HRD Congress for its excellence and innovation in HR strategy, at Hotel Taj Lands End, Mumbai. The award is based on an evaluation parameter set by the Council, which considers ‘Innovation in HR Practices’, ‘Career Growth Path’, ‘Counter Measure Strategies’ and ‘Existing Benefit Programs’ as the principal criteria for the accolade.



STRATEGY MEET- VISION 2020





Mitr

Making Indigenous & Transcendent Relations

MITR (MAKING INDIGENOUS & TRANSCENDENT RELATIONS) – A CSR INITIATIVE OF TRIVITRON HEALTHCARE

In order to eradicate poverty & malnutrition from our society, Trivitron Healthcare is focusing on education, financial support to underprivileged, preventive health sanitation, vocational skills and promote sports in rural areas.

Trivitron Healthcare have adopted St. Thomas Mount Block, Panchayat Union Primary School, Uthandi, Chennai from 21st April, 2011. The school built in 1916 by the British, was a very old structure. The complete renovation as well as daily maintenance of the school is being carried out by Trivitron Healthcare. All the environmental facilities such as clean surroundings, healthy food, and drinking water are being provided by Trivitron Healthcare.

Basic requirements such as books, uniforms are being provided to students of St. Thomas School. Students are trained in numerous vocational skill development courses and the courses are also offered to their family members. The purpose of this initiative is to make each one of them independent and self-sufficient.

As a part of "Save a Girl Child" initiative, scholarship in terms of fixed deposits are given to girl students of the school to safeguard their future education and all the girl students with merit are being considered for free vocational courses after their basic education in the school. Regular health screening of kids and the female members of their families is being organized so that we have healthy families and a healthy community for our future.



AWARDS & ACCOLADES



MEDICAL TECHNOLOGY COMPANY OF THE YEAR 2014



Trivitron Healthcare was awarded the 'Medical Technology Company of the Year 2014', in the first edition of Doc N Doc-Gammex Saviour Awards, an initiative of the widely read healthcare magazine Doc N Doc.

Winning this award has been more than satisfying, not only because Trivitron was chosen as the winner amongst various renowned contemporaries in the field of healthcare, but also for the reason that the mandate was exclusively from the readers of the publication.

The award was bestowed in a lavish ceremony conducted in Ballroom, Radisson Blu Hotel, Dwarka, New Delhi on July 26th 2014.

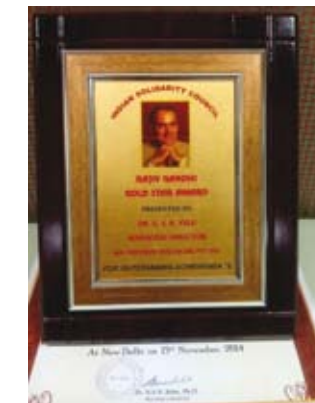
DR. GSK VELU BAGS BUSINESS LEADER OF THE YEAR 2014 AWARD



Dr G.S.K Velu, the Founder, CMD of Trivitron Group of Companies was awarded the 'Business Leader of the Year 2014', in the most eagerly awaited and prestigious 5th Annual Indian Affairs India Leadership Conclave and Indian Business Leadership Awards 2014. The glittering award ceremony was held on 18th July at Hotel Mumbai International Airport, hosted by Network 7 Media Group's biggest media outfit.

The Asia's biggest India leadership conclave saw nation's noted personalities and achievers being awarded for their exemplary contribution in their field of work performed under tough conditions and imbibing innovation in their business approach. Announcing the winners, Mr. Satya Brahma, Chairman & Editor-in-Chief of Network 7 Media Group said "Indian Affairs Business Leadership Awards are a set of prestigious awards developed by eminent juries and bestowed to deserving leaders & enterprises after a thorough screening of their landmark achievements".

RAJIV GANDHI GOLD STAR AWARD TO DR. GSK VELU



On 15th November, 2014, Indian Solidarity Council, New Delhi, recognized Dr. GSK Velu's achievements with 'Rajiv Gandhi Gold Star Award' for outstanding achievement in healthcare Industry.

HEALTH AND WELLNESS TECHNOLOGY PROVIDER OF THE YEAR



Trivitron Healthcare has been awarded the widely revered "Health and Wellness Technology Provider of the Year" at the India Health & Wellness Summit and Awards 2014! The award was given away by Dr Sanjay Jaiswal in presence of Mr. Shripad Yasso Naik, Union Minister of State for AYUSH & MOS Health, Government of India, at the glittering function held at Hotel Hyatt Regency in New Delhi.

SCREENING NEWBORN BABIES CAN HELP PREVENT DISEASES

SANGEETA BORA | DC BENGALURU, JULY 16

Screening of the new-born babies can help in early detection of diseases or in some cases even suppress the disorder entirely. Although a very new concept in the country, Newborn Screening, or NBS as it is commonly called, is catching up.

It is a process of screening newborn babies for metabolic disorders, genetic diseases, blood diseases etc and it has been around since 1960 in the United States. It involves checking for a large number of diseases at the time of

Deccan Chronicle
July - 14

Medical devices industry not impressed with 100% FDI

Foreign investor will not have to seek the FIPB clearance

SANGEETA G
Chennai

FPII government on Thursday allowed 100 per cent FDI under automatic route for medical devices for both greenfield and brownfield projects. However, the industry does not think that this will lead to any significant growth in indigenous production of medical devices.

"Landing of norms for medical devices industry is creating special carve out, in the sense FDI policy on pharma sector will encourage FDI inflows to this area," said an official statement issued after the Union cabinet meeting in New Delhi.

As per the new announcement, foreign investor will not have to seek the permission of Foreign Investment Promotion Board (FIPB) to acquire an existing company or set up a new medical device manufacturing unit. The condition of 'non-compete clause' would also be not applicable to greenfield and brownfield projects.

Earlier, 100 per cent FDI was permitted, but FIPB permission was required. The new announcement, however, differentiates between the medical devices sector from the pharmaceutical sector. "Within the same category, a distinct new sub-category has been carved out with regard to medical devices," finance minister N. Chandrababu Naidu said. However, the industry is not too happy about the announcement. "I don't think there will be much

Financial Chronicle
December - 14

Trivitron invests ₹40 cr for facility

SANGEETHA G
Chennai

HAVING acquired Finnish Labystems Diagnostics, Trivitron has invested Rs 40 crore on setting up a manufacturing facility for products, including newborn screening device designed for the developing markets.

In 2012 Trivitron Healthcare had acquired Anil Lab-system - a leading company in the space of in-vitro diagnostics, especially neonatal screening and cardiac biomarker screening in 2012. It had acquired all the four group companies - Anil Biotech, Anil Labystems, Biopoint and K3 and the new merged entity is named Labystems Diagnostics OY.

Labystems with sales revenue of around Euro 9 million is the second largest player in the space of newborn screening after another Finnish

PerkinElmer. Post acquisition, Trivitron has designed non-born screening device compatible for the Indian conditions.

"The earlier device was suitable for markets like US where more than 1000s of tests are conducted. The new instrument helps conduct lesser number of tests - even 15 to 20 samples a day. The device also facilitates easier transportation of blood samples for the screening," said G S K Velu, founder and MD of Trivitron Healthcare.

"In many countries like China and Japan newborn screening is compulsory. In India, only two per cent of 26 million babies born a year undergo screening. We are talking to several state governments and the central government on this," said SP Ganesan, medical director, CEO, Hitch Diagnostic Centre.

sangeethag@mydigitalfc.com

Financial Chronicle
September - 14

Trivitron eyes turnover of ₹1,000 crore by 2015

TRISHNA UDAYAKR
Hyderabad

INDIAN medical devices manufacturer Trivitron Healthcare, which is competing with multinationals like GE and Philips, is eyeing a turnover of Rs 1,000 crore next year. The company had earlier hoped it would tap this target this fiscal, but could not because of deviations in the business strategy.

"This fiscal we were expecting to tap a turnover of Rs 1000 crore but may do at around Rs 700 crore. Our business plan to change from trading medical devices to manufacturing them has proved good. We will now look at tapping Rs 1,000 crore revenues next fiscal," GSK Velu, a serial entrepreneur in healthcare space and founder, MD of Trivitron Healthcare, told Financial Chronicle.

The company, in which Fidelity Growth Partners and India Value Fund are invested, now has eight manufacturing plants across Chennai, Mumbai Pune and Helsinki (Finland).

To reach this revenue tar-

Financial Chronicle
November - 14

Will Budget help local medical device makers? Current Tax Structure Skewed In Favour Of Cos That Import Equipment

From Bangalore Express

From the government's stated commitment to encouraging manufacturing, it would be interesting to see whether Indian Budget addresses an obvious anomaly in how medical devices are taxed. As things stand, the system is skewed heavily in favour of companies that import devices rather than those that manufacture locally. Not surprisingly, about 80 per cent of the medical devices market consists of imported devices, which have added substantially to the cost of healthcare and, hence, to what patients have to shell out.

While the size of India's medical device market is over Rs 30,000 crore, domestic device manufacturers say they are struggling to defend

of an otherwise taxation regime. Currently, the import duty on medical devices and instruments is about 10%, and many are even duty free. As the product is imported on a 'sale in the course of import' basis, even value-added tax (VAT) is not applicable to these devices. On parts and equipment imported for device manufacturing, the duty is, however, there is a clause duty plus excise and VAT. This has meant a much higher effective tax on domestically produced products compared to imported finished goods.

This has led to domestic MNCs like GE and Siemens establishing subsidiaries in China and importing finished goods into India. None of these companies have any manufacturing facilities in India as there is no motivation for the multinationals to produce locally.

"Countries like China, Brazil and Malaysia differentiate between trading and manufacturing," explained G S K Velu, founder and MD, Trivitron Healthcare, an Indian medical technology company.

Dr Velu pointed out that while China did for its medical device manufacturing sector was what India had done in the 1970s and '80s for its pharma sector, which has helped India become a dominant player in the international pharmaceuticals market and aided the growth of domestic pharma companies.

Unlike the pharma sector, which has a separate department in the ministry of chemicals and fertilizers, the medical device market has not found similar support within the government. There is just the health ministry which is more concerned with regulation and quality rather than the sector as an industry. "The medical device sector has been waiting for a separate department for six to seven years with no effect. So our sector is left in Triviksha world," said Dr Velu.

The tax issue has also meant that MNCs are able to give bigger cuts to get contracts for their imported devices while domestic companies, unable to offer such incentives, are unable to compete.

The Indian medical technology market is dominated by medical instruments and appliances used in specialised such as ophthalmic, dental and other physiological classes.

Times of India
July - 14

Trivitron launches cost effective new born screening programme

Chennai, Sept 27: Trivitron Healthcare Pvt. Ltd., India's biggest medical technology company, announced the launch of a cost effective New Born Screening Programme in India. Trivitron Healthcare is pioneering this service in India using Labysystem Diagnostic, (A Trivitron Enterprise) products & solutions by Hitch Diagnostic Centre. The programme was launched at the Trivitron corporate office in Chennai.

Dr. GSK Velu, Founder & Managing Director, Trivitron Healthcare, Dr. Wu Hao, Product Manager, Labysystems Diagnostics, Finland - a Trivitron Enterprise and Dr. SP Ganesan, Medical Director, CEO, Hitch Diagnostic Centre were present at the function.

Dr. GSK Velu, Founder & Managing Director, Trivitron Healthcare, says, "Since Trivitron acquired Labysystems Diagnostics Finland last year, we are designing and developing products more suited for Indian population to identify

the Top 5 parameters (TSH, T4, GH, GH, GH, GH, GH) for the first level screening with a focus on detecting disorders which are curable if diagnosed earlier." Out of 26 million babies born every year in India, less than 2% of them receive neonatal screening.

While this essential service is provided mandatorily to all new born children in the developed world, India sees a dimly low rate in newborn screening, thus leaving

out our future generation from possible treatment opportunity and exposing them to severe risk of irreversible damages like developmental delays with potential fatalities, physical disability, blindness, mental retardation etc.

"New Born Screening is a pediatric services that aims at diagnosing these inborn errors of metabolism in newly born children & providing suitable treatment, early enough to ensure a healthy tomorrow for these kids."

Trinity Mirror

Trivitron's new facility to begin operations this fiscal

GANGESH BABU
Chennai, 16 November

Trivitron Healthcare, a private equity-backed medical technology firm, is planning to start prior production in its third manufacturing facility at the Medical Technology Park here, by the end of this year.

The 20-acre park is expected to house the facilities for various joint ventures and acquisitions of Trivitron, which would bring in the strength of manufacturing activities to the company.

"We will be starting the pilot operations in the third facility from this month or next month and the commercial production would start from early next year. This is one of the largest facilities in medical technology, spanning around 60,000 sq. ft. of which almost 40,000 sq. ft. is a classroom facility," said GSK Velu, managing director, Trivitron.

He said the third facility would be coming up with an investment of Rs 50 crore, without considering the land cost. The company has already

invested around Rs 120 crore in all the three facilities in the park, while the overall project is expected to be of Rs 250 crore. The park could accommodate around 10-15 facilities in the next five years, he added.

While it has completed a few acquisitions in the imaging technology space, it would now be looking at an acquisition in the critical care operations. The company would be looking at companies with firm 10 million ticket size for acquisition.

The company, with a turnover of Rs 550 crore last year, is expecting its top line to grow to Rs 750 crore this year. It has set a goal to take the revenues to Rs 2,000 crore in three-five years.

In Dec 2013, India Value Fund Advisors picked up a minority stake in Trivitron by infusing Rs 150 crore, joining the existing investors Fidelity Growth Partners India and Pictet & Pictet (USA) who invested in the company a year before that.

Business Standard
November - 14

Trivitron, Tartu varsity in pact for medical education

SANGEETHA G
Chennai

Medical technology firm Trivitron Healthcare and the University of Tartu, Estonia, have signed a memorandum of understanding for scientific cooperation and promoting medical education opportunities in India, Dubai and China.

The cooperation will be in areas related to mass spectrometry, microchips, sequencing, molecular diagnostics and bio-banking.

"After acquisition of Labystems Diagnostics in November 2012, Trivitron is pursuing R&D in the new generation IVD techniques like nextgen sequencing, micro array, mass spectrometry and molecular diagnostics.

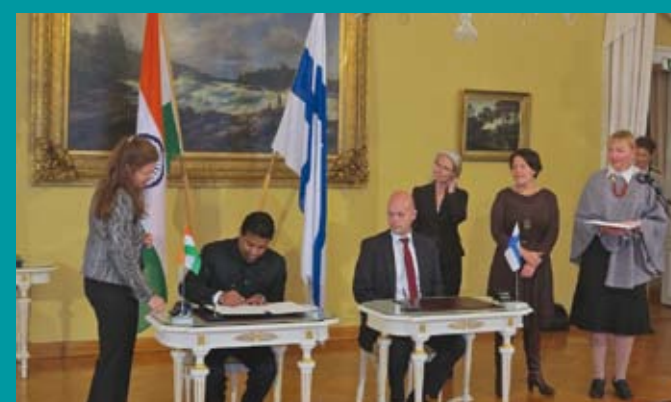
"We found the scientists of University of Tartu had some clear insights in advancement of technologies in this area," said G S K Velu, founder and MD of Trivitron Healthcare.

"Apart from this, we have identified several areas of R&D and medical education collaboration with India-Finland and Estonia joint initiatives to improve access and affordability for high-end medical technology initiatives. This will lead to several breakthrough innovations in the focus areas selected by both groups," he said.

The University of Tartu holds a leading position in the area of health care and medicine in Estonia and in the Baltic Sea region, said Erik Puura, vice-rector for development of the University of Tartu.

Financial Chronicle
August - 14

TRIVITRON HEALTHCARE - THROUGH THE LENS



CUSTOMER SERVICE

- Largest Medical Technology Company of Indian Origin offering turnkey solutions across the continuum of care
- A multi-modality product company of enviable standing that holds the distinction of offering medical technology solutions that are affordable and accessible by the entire population
- 8 manufacturing facilities that are GLP, GMP certified and spread across Chennai, Mumbai, Pune and Finland, marking local and international presence.
- Deployment of state-of-the-art concepts like lean manufacturing and frugal engineering to reduce overall manufacturing costs to help retain a competitive edge.
- Products manufactured through synergies with local and global manufacturers are sold to the local markets and exported to over 165 countries, signaling the brand acceptance amongst the physician population world over.
- 5 innovation centers in partnership with India's leading technical and medical education institutes, backed with state-of-the-art technologies, thriving on the fundamentals of innovation and ensuring that low cost high quality products make their way to the market
- 25% of the profits invested in R&D to bring forward products that are of low cost, functionally more effective and technologically superior
- 12 Warehouses ensuring finest inventory management through processes that prescribe to automation across the entire value chain using SAP platform.
- 1200+ channel partners that work in unison with the Trivitron team to ensure product reach across all territories
- **24 X 7 Customer Support in case of installation issues - +91 98400 80008**
- Winner of the coveted Frost & Sullivan GIL award in 2010, establishing Trivitron as a company that has made its way to the top through indigenous manufacturing and innovation.
- Over 1500 people on the rolls of the company including medical and paramedical staff, who are provided Continuous Medical Education (CME), training and skill developments to keep themselves abreast of the trends in the medical device space.

TRIVITRON PRODUCTS OFFERED



IMAGING



SEEING IS BELIEVING ...

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



LAB DIAGNOSTICS



WHEN ACCURACY CANNOT BE COMPROMISED...

- Clinical Chemistry Analysers & Reagent kits
- Electrolyte Analysers
- Clinical Electrophoresis Systems & Reagent Kits
- Haematology Analysers & Reagents
- Coagulation Analysers & Reagents kits
- Urine Analysers and consumables
- Sperm Quality Analysers and consumables
- Microbial Culture, Detection, Identification and Susceptibility Systems & Reagent Kits
- Molecular Diagnostics (PCR and RTPCR) Systems & Kits
- Liquid Based Cytology Processor and Kits
- Point-of-care Diagnostics instruments and kits
- ELISA Reader / Washer & Kits
- RAPID Diagnostic Test Kits

CRITICAL CARE & LIFE SUPPORT SOLUTIONS



Portable ICU Ventilator



Mobile Pendant – Mob 180



i BEAT 12 Grand



Multi-Parameter Patient Monitor



Opthal Lasik



Operation Theatre Suite



Hemodialysis Machine



Ventilator Systems



Surgical Pendant

WHEN SECONDS COME FIRST...

- Patient monitoring systems
- ECG Recorders
- Holter / TMT / ABPM
- Biphasic Defibrillators
- Automated External Defibrillators (AED)
- Anesthesia Work Station
- Volumetric Infusion pumps & Syringe pumps
- Nebulizers
- ICU & Transport ventilators
- Adult / Neonatal ventitaltors
- Modular OT
- Surgical / ICU Pendant
- OT Lights & Tables

NEWBORN SCREENING



NBS Mass Spec solution



NS96 Disc Remover



Neonatal TSH calibrators



Newborn Screening System



NS Reader



NS Incubator / Shaker



Automatic Neonatal Puncher NS496



NS Washer



Neonatal Phenylalanine

INVEST IN FUTURE

- Automatic NS496 DBS Puncher
- NS Incubator / Shaker
- Stand-alone NS96 Disc Remover
- NS Washer
- NS Reader
- Sample Cards

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