



FOR RESPONSIBLE HEALTHCARE

DAY 1

11-13 February, 2017
Bangalore International Exhibition Centre, Bengaluru



Neuromodulator Therapies

Take Control of **Your Pain**
Take Control of **Your Life!**

Relieve Severe
Chronic Pain
in Minutes...
Non-Invasive!

USA
patented
product



Rithwik Pharma Pvt. Ltd.
Better Health & Wellness
+917981539501



- Reduces tension
- Elevates mood
- Normalizes sleep patterns
- No serious negative side effects
- Easy to use, compact, and portable
- A fraction of the cost of prescription drugs

CES ULTRA

Just need a good nights sleep?
 Sick and tired of being sick and tired?
 Medications no longer working?
 The CES Ultra is the product for you!

FDA
Approved

Hall and Stall number :
Hall 2, Booth 85

For device purchase contact:
+917981539501

Company Information:
Rithwik Pharma Pvt. Ltd.,
Level 1, MB Towers, am@10,
Road no. 10, Banjara Hills,
Hyderabad, Telangana 500034
Phone : 040 46464534
Fax : 040 46464890

Are you suffering with Chronic Pain ?

Introducing the **CHRONIC PAIN RELIEF WAND** Powerful Pain Relief in Minutes

FDA Indications } Adjunctive therapy for Chronic Intractable Pain
Relief of Post-Traumatic, Post-Surgical & Arthritis Pain

Revolutionary Neuromodulation Device

Relieves pain & discomfort for these potential clinical applications:

Neck Pain
Fibromyalgia
Myofascial Pain
Muscle Strains
Shoulder Pain
Back Pain
Radiculopathy
Failed Back Syndrome
Post Herpetic Neuralgia
Elbow Pain
Tennis Elbow
Carpal Tunnel Syndrome
Wrist Pain
Tendonitis
Hip Pain
Meralgia Paresthetica
Knee Pain
Restless Leg Syndrome
Muscle/Leg Cramps
Ankle Pain
Sprains, Strains
Painful Diabetic Neuropathy
Neuropathic Pain
Cancer Treatment Related Pain
Phantom Limb
Plantar Fasciitis



Other Conditions:

Spasticity Management
Muscle Contractures
Sports Injuries
Rehabilitation
Post-Trauma Pain
Post-Stroke Pain
Post-Surgical Pain
Complex Regional
Pain Syndrome (CRPS)

Relieve Chronic Pain

Safely
Naturally
Conveniently

World Class Advanced

Drug-Free Alternative
Non-Invasive
Easy to Use



For a FREE Demo Contact:

Hall and Stall number : **Hall 2, Booth 85**

For device purchase contact: **+917981539501**



Company Information:

Rithwik Pharma Pvt. Ltd., Level 1, MB Towers, am@10,
Road no. 10, Banjara Hills,
Hyderabad, Telangana 500034
Phone : 040 46464534
Fax : 040 46464890



For Private Circulation Only

Scan QR-Code
View e-Paper



NEWS
@SHOW

Content & Design



INDIA MEDICAL
DEVICE 2017

FOR RESPONSIBLE HEALTHCARE

DAY 1

11-13 February, 2017
Bangalore International Exhibition Centre, Bengaluru

DIN MOUNT SOLID STATE RELAY
10 to 40 A (240/480/600 VAC) > 50 Amps with duty cycle

ERI offers Wide range of DIN mount SSR's

- Allows Control Panel Designers with options from 6.5 to 30 mm width
- Tested as per IEC 62314 International standards.
- Enabling : Optimize space/Control on inventory/Safety with finger safe covers/ Certification as products are UL approved/Double the units by opting DUAL outputs

ERI
SOLID STATE RELAYS
SWITCH FOR THE BETTER

ELECTRONIC RELAYS (INDIA) PVT. LTD.
P.L. No 124, 46A, Palace Road, Vasanth Nagar, Bangalore - 560 052, India
Tel: +91-80-2235 4189/2235 4190, Fax: +91-80-2235 7760
E-mail: mktg@eri.co.in, sales@eri.co.in

www.electronicrelaysindia.com

- Single Phase SSR • 3 Phase SSR • Short Circuit Protected SSR • Motor control • Dual Output DC SSR and Power Proportional Controller • DC/DC SSR • ECO Series SSR • DIN Ready SSR • Input / Output Modules and Cards
- Phase Angle Control SSR / Speed control / Temperature control

Technology Showcase

Bringing Innovation Under Single Roof

Co-Located events INDIA PHARMA 2017 and INDIA MEDICAL DEVICE 2017 open their doors today. Organized by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India in association with the Federation of Indian Chambers of Commerce and Industry (FICCI), the events aim to increase the exports in Pharmaceutical sector & Medical Device sector and also will project India as an attractive Investment destination in the sectors to participating Indian & International Delegates. Upholding the tagline of 'Responsible Care' both events will run from February 11-13, 2017, at Bangalore International Exhibition Centre (BIEC), Bengaluru.

INDIA PHARMA 2017—An International Exhibition & Conference on the Pharmaceutical Industry—covers the whole process of pharmaceutical manufacturing, from various kinds of manufacturing/processing machineries to lab equipment, analytical instruments, APIs and other total solutions.

INDIA MEDICAL DEVICE 2017—An International Exhibition & Conference on the Medical Device Sector—aims to create an interactive network of key decision makers from industry, academia, regulators, government to gauge opportunities and actualize the potential of Indigenous manufacturing for Medical equipments & devices in India and also create an ecosystem to enable path breaking initiatives & innovations for care provision.

INDIA PHARMA 2017 and INDIA MEDICAL DEVICE 2017 are setting the base for enhancing the pharmaceutical and medical device sectors. Joint ventures, collaborations and investment opportunities are only the tip of the iceberg of what will be witnessed over the duration of this show.



HIGHLIGHTS OF INDIA PHARMA 2017 & INDIA MEDICAL DEVICE 2017:

- Over **275 Exhibiting companies** from Pharma & Medical Device sector exhibiting their products and services to Indian and International Healthcare fraternity who will be participating at the show.
- EEPC & Pharmexcil supported by Ministry of Commerce will be organizing the **Reverse Buyer Seller Meet** wherein they would be hosting Buyers from over 25 countries.
- The highlight of the event will be the two **CEO's Forum** from Pharma & Medical Device sector with the Hon'ble Minister of Chemicals & Fertilizers which will be attended by over 35 CEO's from Pharma and 22 CEOs from Medical Device sector. The session will have brainstorming for the way forward to further develop these sectors and Policy interventions.
- International Regulators Meet** which is being organized on Day 1/Day 2 of the event will have Regulators from 8 countries including USFDA(USA), PMDA(Japan), Malaysia, Myanmar, Indonesia, Vietnam. The session will work around finding possibilities of Harmonisation, market expansion and seamless exports. An opportune platform for industry to seek resolution and gain clarity from the regulatory representatives of other countries. This dialog can be an ice- breaker for Indian manufacturers to access new markets and for the globe to access affordable, quality innovations from India.
- Event is being participated by all leading associations in the Pharma & Medical Device sector**

www.bplmedicaltechnologies.com
Toll Free : 1800 - 4252355

Your Complete Solutions Provider in Medical Technology



Diagnostic Cardiology



Critical Care & Surgery



A Fully owned
Subsidiary of BPL Medical
Technologies



Imaging



Woman & Child Health



Home Care



BPL Consumables & Accessories



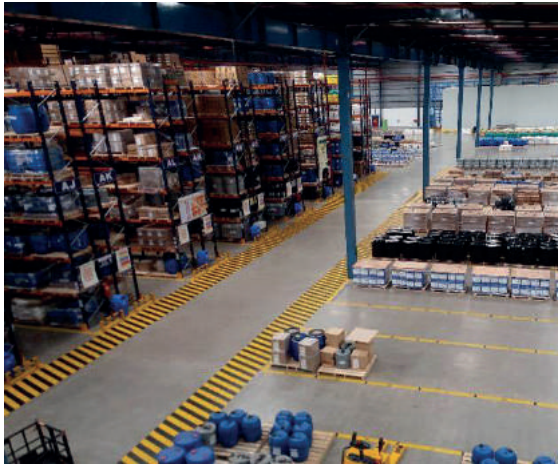
Ambu & King systems*

*BPL Medical Technologies is authorised Channel partner for distributing selected products of Ambu & King systems in selected geographies

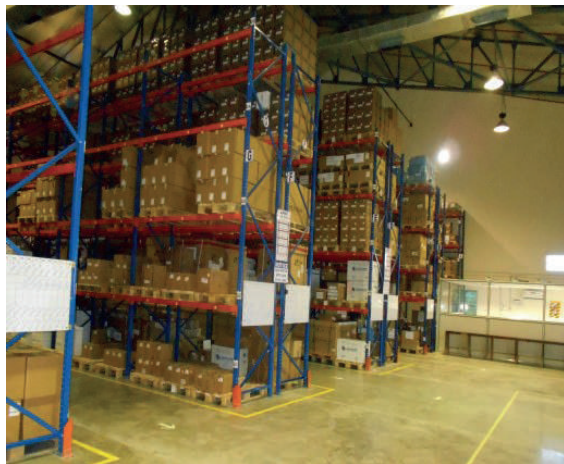
BPL Medical Technologies



Customize. Deliver. Delight.



**STORAGE | ORDER PROCESSING | INVENTORY PLANNING | AUTOMATION & IT |
TRANSPORTATION | FREIGHT FORWARDING | ACCOUNTS RECEIVABLES MANAGEMENT |
COLD CHAIN MANAGEMENT | PACKAGING SOLUTIONS**



**Delivering Value by Providing Customized Logistics Solutions
since 1981**



Caters to leaders in
healthcare, chemical,
agriculture, FMCG
and other sectors



Pan India Presence
Managing 352 warehouses
across 62 cities



Legacy
Trusted and respected
business partner within the
Indian SupplyChain secto
for the last 30 years

Parekh Integrated Services Pvt Ltd

For more information, email us at devendra.rajgor@pispl.in
or visit our website: <https://www.pispl.in>

*ACTUAL SITE PICTURES

Leaders Express

Visions for the Future!

The industry and the government are working hand-in-hand to make the dream of India being a manufacturing hub come true. Here's what a few of them have to say with regard to the 'INDIA MEDICAL DEVICE 2017' and the 'INDIA PHARMA 2017' events.



"I am sure that INDIA MEDICAL DEVICE 2017 and INDIA PHARMA 2017 will be a positive step towards the development of the medical device and pharmaceutical sectors in India as well as a platform wherein the Indian Industry will showcase its strength to the domestic as well as international audience and also forge alliances for trade and investment. Parallel events like the CEO's Forum, Buyer-Seller Meets, etc., will create the right atmosphere for exchange of ideas and for doing serious business. I wish these events all the success."

AnanthKumar, Minister of Chemical & Fertilizers and Parliamentary Affairs, Government of India



"I am confident that 'INDIA MEDICAL DEVICE 2017 and 'INDIA PHARMA 2017' will provide an excellent platform to the medical device and pharma industry to interact with their potential buyers at national and international levels as well as promote and stimulate both sectors. I extend my best wishes to every exhibitor and visitor and wish the event a grand success."

Mansukh Mandaviya, Minister of State Road Transport & Highways, Shipping, Chemicals & Fertilizers, Government of India



"The Indian pharmaceutical industry has been a major contributor to the 'Make in India' campaign. Recognizing the potential for growth in this sector, the Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacturing. INDIA PHARMA 2017 is one very important step towards ensuring the growth of the Pharmaceutical sector. I am confident that the event will be extremely relevant for those in the field of pharmaceuticals and hope the companies find their participation very useful."

Jai P Prakash, Secretary, Ministry of Chemical & Fertilizers, Department of Pharmaceuticals, Government of India



"Over the past decade, we have witnessed unparalleled advances in our understanding of basic biological processes that contribute to a host of human disorders. The INDIA PHARMA 2017 Conference with the theme 'Shaping the Future of Indian Pharma' is bringing to the table various aspects that chart out the way ahead for this sector in keeping with the global healthcare landscape. I believe that the Industries, the Government and all the other stakeholders in unison can help take the Indian Pharma industry to the next level of excellence, not just in manufacturing but in innovation as well."

Pankaj R Patel, President, Federation of Indian Chamber of Commerce & Industry (FICCI)



"I am grateful to the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers for their continued support and involvement in bringing these events to a stage wherein there is increased participation from across the globe with the International Buyers participating from around 25 countries. I am also thankful to the Government of Karnataka for being the Host State of the events and Chhattisgarh for being the Partner State of INDIA MEDICAL DEVICE 2017. I wish all the exhibitors, delegates and business visitors of the events a successful participation."

Dr A Didar Singh, Secretary General, Federation of Indian Chambers of Commerce and Industry



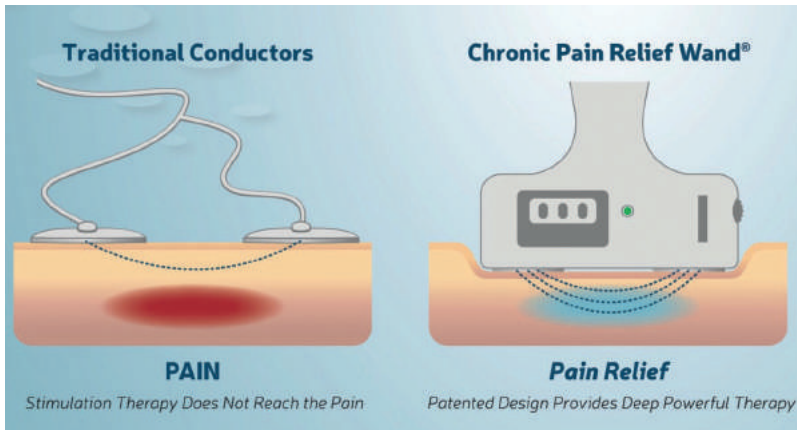
"The medical equipment and devices industry has a very important role to play in addressing India's growing burden of non-communicable diseases like cancer, cardio vascular diseases, neurological disorders and trauma. 'INDIA MEDICAL DEVICE 2017' will be an ideal platform for stakeholders to come together and deliberate on how we can help create and nurture this ecosystem; thereby ensuring 'Healthcare for all'."

Milan Rao, Chairman - FICCI Medical Electronics Forum & Managing Director, Wipro GE Healthcare



"The tremendous medical devices opportunities of India need to be realized through a concerted ecosystem strengthening approach from every participant in the scale up. 'INDIA MEDICAL DEVICE 2017' will be the apt convergence ground for all stakeholders to deliberate, collaborate and take the agenda to the next level of execution. The industry is committed to work with the Government's Policy Makers and Regulators to review and further develop an accountability driven program."

Probir Das, Chairman, FICCI Medical Devices Forum & Managing Director, Terumo (India)



Pain Management

Hand-held CP Relief Wand

Chronic pain can be debilitating not only to the sufferers but also to their family. More than 20 percent of the 1.5 billion of India's population still suffer with chronic pain despite medical and surgical advancements. Most of them still do not get optimal pain control. Even if they do, they tend to develop side effects from medications leading to discontinuation that impacts their quality of life.

To help solve this predicament, the Chronic Pain (CP) Relief Wand was developed. It is intended for the management of chronic pain related conditions secondary to nerve, muscle and arthritic disorders. This medical device was designed in 'Pursuit of Need Driven Use' to find effective solutions to manage and mitigate disabling chronic pain related conditions in a non-pharmaceutical manner, safely and conveniently for long term on need basis to achieve relief within minutes.

Revolutionary device

It is the first of its kind, FDA-cleared and USA Patented Revolutionary device shown to be quite effective either as a primary mode of treatment without need for medication or as an adjunctive management to current regimen for moderate to severe chronic pain and discomfort. Ergonomically designed, this wire free product is intended for use as an adjunctive therapy and pain management for medical purposes such as symptomatic relief of chronic intractable pain, acute post-surgical pain, and post-traumatic pain in the back, torso, hips, legs, arms, hands, feet, and joints. The device employs neuro-modulation stimulation.

Rithwik Pharma Pvt Ltd
www.rithwikpharma.com
Hall 2, Booth 85

CUSTOMER ENDORSED

The device has received rave reviews from customers across the globe. Here's what a few of them have to say.

"Three years ago, I suffered a severe stroke causing weakness on the left side of my body, which turned to stiffness and severe muscle pain. Medications were not very effective and also caused ulcers in my stomach. After being introduced to the CP Relief wand and using it for the past year and a half now, I no longer need pain medication or sleep medication, and the pain and muscle stiffness has been reduced significantly."

Lakshmi from Warangal, Telangana

"Having undergone a bilateral mastectomy for breast cancer 10 years ago, I developed severe pain and discomfort in my shoulder region post surgery and was diagnosed as Post Mastectomy Pain Syndrome. I tried almost everything from all modalities of treatment for pain control, but achieved limited benefit. Since, using the CP Relief Wand, my pain has been controlled better and I have also been able to come off my sleep medication."

Dr Indumati from Missouri



Imaging Products

Futuristic Patient Care

BPL Medical Technologies is committed to innovative and world-class imaging products with an endeavor to advance patient care.

BPL Medical Technologies has been recognized as one of the first home-grown companies in the field of healthcare with emphasis on serving the unending needs of the industry.

Innovations galore

The **C-Ray Prime** that adds new dimensions to surgical imaging through its unique TouchX technology, that enables live fluoroscopy display, real time image management, laser aimer operations, digital preview collimation, etc., from the touch control panel. It comes with superior design for effortless operations and could be used for multiple clinical applications. Equipped with 40 KHZ, 3.5 KW high frequency generator, the technology offers a world class surgical imaging experience at low dose.

In order to effectively manage demanding caseloads, **E-CUBE 11** features a simplified way of scanning with more programmable keys and a new 10.4" touch screen. Based on ALPINION's renowned Crystal Signature Technology, the newly adaptive imaging algorithm and enhanced digital signal processing enable the E-CUBE 11 system to process more information and faster for the best possible diagnosis with exceptional detail, clearer border definition and the ability to assess subtle changes in tissue. E-CUBE 11 is equipped with features like Frame Rate Increasing Technology, adaptive post processing & HD Digital Beam forming system and consistently delivers higher level of image performance across a wide range of clinical applications and patient body types. The mid-range system offers a newly designed interface combined with advanced imaging solutions for shared services including general imaging, obstetrics and gynecology and internal medicine.

With the cart-based ultrasound system architecture, **E-CUBE i7** brings a new level of image clarity to compact ultrasound systems. It features ALPINION's Crystal Signature transducers, which are proven to improve penetration in difficult-to-image patients and to reduce clutter so clinicians can view fine structures in precise detail. Furthermore, the first laptop-style ultrasound system with a sliding keyboard cover has a streamlined design that provides a solution for users who suffer from the wrist pain that often accompanies the use of bulky, heavy systems. The **M-RAD 3.6** with its ultra-high frequency (110 KHz) technology ensures that useful dose is produced over the entire duration of the exposure while suppressing the skin dose. With its superior ergonomic design and smaller footprint, makes it easy to maneuver. It is ideally suitable for intensive care, cardiac care, bedside radiography in patient wards, where transporting the patient to the radiology department is difficult.

BPL Medical Technologies
www.bplmedicaltechnologies.com
Hall 2, Booth 44

Supply Chain Management

Bridging Gaps in the Ecosystem

India's medical device could expand to \$4.8 billion by 2019. However, there are challenges that need to be addressed. Sandeep Aggarwal, COO & Director, Parekh Integrated Services Pvt Ltd shares his views on the same.

Despite the significant presence of domestic players, the Indian medical devices market is still largely dependent on imports. The 'Make in India' initiative for medical devices has reduced this import dependence. "The campaign has significant potential to attract investments by opening up the 100 percent FDI route and generating revenue for the government in terms of foreign exchange earnings through increased exports. However, the most visible impact of the campaign is in terms of jobs, generating high numbers of direct and indirect employment," asserted Sandeep Aggarwal, COO & Director, Parekh Integrated Services Pvt Ltd.

Challenges to overcome

Even though the campaign is helping the industry, Aggarwal believes that the three biggest challenges currently facing the market are: Unfavorable duty structure—easier to import than manufacture; Timelines for approvals—approval process can take a considerable amount of time impacting the time to market; Inadequate supply chain—a major challenge for domestic players in most segments/sub-segments is the supply chain, limited number of players to cater to the local medical device manufacturer

The right kind of networking

PISPL believes that providing the customer with a competitive edge is the way to success. It provides solutions for both the medical equipment and pharmaceutical sectors.

Parekh Integrated Services Pvt Ltd
www.pispl.in



Industry Insight

Indian Medical Devices Industry - The next big thing

India is a rapidly growing health care market. While pharma sector dominates the overall healthcare market in India, the medical electronics devices sector, which is a subsection of medical devices industry is relatively small with its contribution at less than 6 percent. However, the scenario is evolving in the recent years. Estimated at USD 7 billion by 2020, the Medical Electronics market in India is expected to be very attractive for Indian and international manufacturers alike.

Factors Driving The growth

According to a recent Deloitte study, the major factors driving the growth of the medical electronics sector are the increased spending capacity on healthcare due to steadily growing overall economic environment, a population which is aging, an increased disease burden in the form of communicable and chronic diseases and an increased awareness on prevention.

Opportunities and Challenges

Despite the promising state of the market, the Indian healthcare environment remains highly dependent on imports. According to a US based study, 75 percent of the medical devices market is import oriented. The major challenges for the medical electronics startup companies in India are the availability of the equipment and laboratories specifically aimed at Medical devices along with expert advice from Medical and technology domain. In an entrepreneurial environment heavily inclined towards IT/ITeS and e-commerce sectors, startup companies in medical electronics struggle to survive.

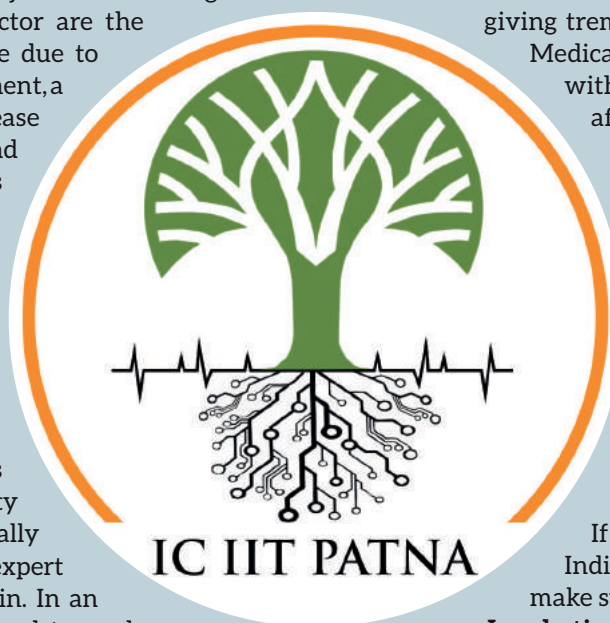
Incubation Centre IIT Patna

The Government of India, under its make in India initiative, is giving tremendous support to Indian companies in the Medical Devices Manufacturing Sector. IIT Patna, with a mission to make Medical technology affordable and accessible to common people, has approached Ministry of Electronics and Information Technology with a proposal to establish a Technology Business Incubator having a special focus on Medical Electronics. With Matching funds from Government of Bihar also, Incubation Centre IIT Patna became a reality. Located at the IIT Patna campus at Patna, Bihar, the incubator is currently supporting three Indian startups with office space, laboratories and expert mentorship. The incubator is all set to onboard more companies. If you have a vision to disrupt and transform Indian Medical Electronics environment please make sure to visit.

Incubation Centre IIT Patna

www.iciitp.com

Hall 2, Booth 9



SOLUTIONS FOR TOMORROW'S HEALTHCARE

Liquid Silicone Rubber Products

Micro Components

Custom Peristaltic Pump Tubing

Diaphragms

Meet The Sealing Experts

Visit us at Booth no. 2.47, Hall 2

**INDIA MEDICAL
DEVICE**

Feb 11-13, BIEC, Bangalore

Turcon® Variseal®

Respimat® Soft Inhaler

Durobal® bearings

Serving the world's Healthcare and Medical Industry

Trelleborg Sealing Solutions offers a broad line of polymer products providing exceptional chemical and thermal resistance. Trelleborg Sealing Solutions proudly provides sealing solutions to all original equipment manufacturers and processors in the medical, pharmaceutical and biotechnology industries for applications including:

Catheters, Centrifuges, blood separators, Diagnostic equipment, Dialysis equipment, Drug delivery systems, Enteral feeding pumps, Fiberoptic sets, Fluids transfer, Home care oxygen compressors, Orthopedic products, Processing equipment, Pumps (blood, infusion, HPLC), Respirators, Sanitary fluid transfer, Surgical saws and drills, Surgical trays, MRI machines.

Trelleborg is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of SEK 30 billion (EUR 3.25 billion, USD 3.60 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap.



Trelleborg Sealing Solutions India Pvt Ltd
#22/9, Beratena Agrahara
Hosur Main Road
Bangalore 560 100
Karnataka, India

Join us at



tss.salesindia@trelleborg.com



www.tss.trelleborg.com/in



+ 91 80 33729000

