

Trivitron to tap critical life support solutions market

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Bangalore: Trivitron Healthcare, the largest Indian multinational in medical technology, has shifted its focus to the critical life support solutions (CLSS) segment. This includes solutions and products for intensive care, operating room, dialysis care and cardiac care solutions like ventilator, patient monitor, defibrillator, ECG machine, stress test system, holter system, operating room design and execution, pendants and dialysis machine.

With this new focus, Trivitron aims to become the most respected and admirable global leader in medical instrument and devices player with focus on emerging markets. To achieve this, Trivitron will focus on value segment as well as premier corporate hospitals across India and other emerging markets of the world.

"Critical Life support solution (CLSS) segment is a long term prospect for us, as operating room and intensive care are the most essential and basic needs for any corporate hospital. Trivitron has always worked towards building affordable and accessible healthcare in India. This initiative only enables us to focus on the most crucial solution requirement for healthcare," says Dr GSK Velu, founder & MD of Trivitron Healthcare.

According to reports, the total market size of medical equipment and devices is approximately \$3 billion. Critical life support solution is approximately \$536 million. Thus, CLSS forms almost one-third of the total market. The medical technology market is ever growing due to healthcare requirements, changing life style and disease factored to it, increase in purchase power, medical tourism etc. The future prospect of CLSS segment is expected to grow at 15-20 percent per annum during next five

years.