

Mr Harish Nuggehalli & Mr Ashwin Sreenivasan: Focus on quality, cost will intensify in 2013

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We are looking to take several initiatives in 2013, including the development of a local eco-system of vendors by connecting dots and generate business for them even if Yethimed is not part of it. This will create a healthy eco-system that we can tap in when required.

We will also set up contract manufacturing to reduce cost and improve product quality and manufacturing turnaround time and develop hospital-doctor-medtech network to understand and deliver useful solutions with high societal impact.

Our plans for 2013 include setting up local presence in China to control sourcing and quality issues, appointing consultant to streamline import, shipping related issues. We are also planning to initiate sustained marketing efforts and have presence in pan india conferences in the med tech field.