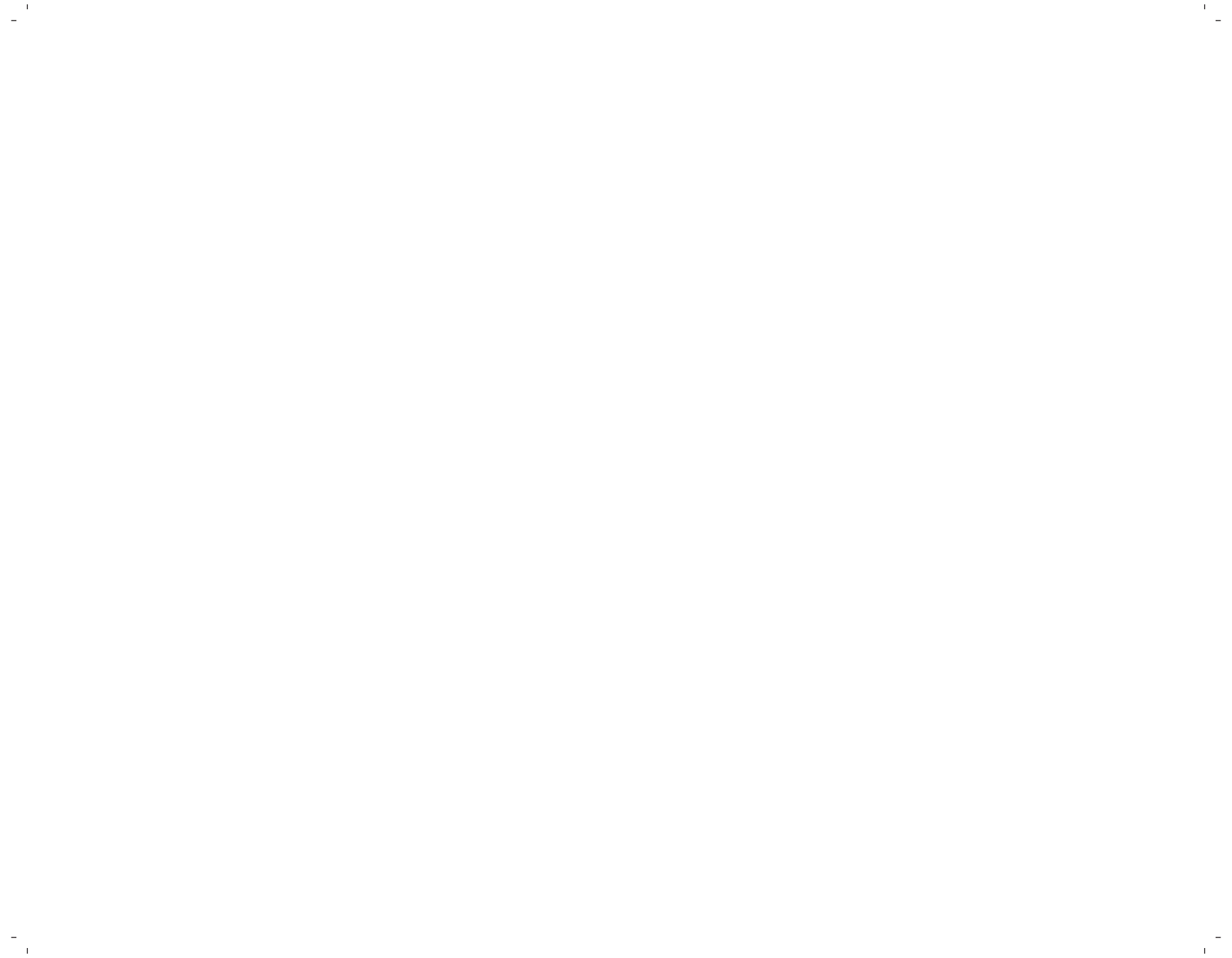




Biotechnology Industry Research Assistance Council
(A Govt. of India Enterprise)



Preface

BIRAC, over last 6 years has spearheaded and catalyzed a number of innovations. BIRAC has been instrumental in funding more than 500 startups and helps them to convert their ideas to products. The seeds of funding sown over 6 years have begun to reap fruits. Several of the funded projects have led to products which have reached markets, national as well as international.

This booklet is an attempt to showcase a few of the BIRAC supported products that are in the market. The book provides crucial information about these products such as end users, per unit cost, sales and major clients. There are many more innovations that have seen the light of the day and the current book is a just a glimpse of the big picture of BIRAC supported innovations.

We congratulate our Innovators for their pioneering work and wish them greater success in their endeavours.



INDEX

Products in the Market

Company Name	Product Name	Product Profile
Advenio Tecnosys Pvt. Ltd.	ChironEye	ChironEye detects retinal abnormalities and can mark clinical features, providing explanations towards the final diagnosis of all major retinal diseases
A P Organics Pvt. Ltd.	Ricela Cattle Feed Supplement	Rice Bran Lysolecithin is helpful in increasing milk yield and fat content of milk. It offers an economical source of energy to Indian cattle thus helping Indian dairy sector in meeting their demand for milk production
Aristogene Biosciences Pvt. Ltd.	Vibrioshield	Bacteriophage based control of <i>Vibrio harveyi</i> infection in shrimp
BioOrganics and Applied Materials Pvt. Ltd.	Glucuronides and their deuterium labelled	Using the newly developed technology, the company is synthesizing drug glucuronides and their deuterium labelled analogs and supplying the same to analogs all the major pharma companies
Df3d Creations Pvt. Ltd.	Osteo3D®	Cloud based platform for creation of medical models online for pre-surgical planning
Exocan Healthcare Technologies Pvt. Ltd.	ExoEnrich™	Exosome isolation technology from biofluids (cell culture, serum, saliva, urine)

Company Name	Product Name	Product Profile
Genomix Molecular Diagnostics Pvt. Ltd.	Malaria Rapid Card Test	Genomix Malaria <i>Pf/Pv</i> Antigen Rapid Detection Test Kit
Healthline Pvt. Ltd.	Fibroheal-Ag	FibroHealAg is a silk protein based wound dressing for infected wounds
	Fibroheal-Ag Mesh	FibroHealAg mesh is best used for high exudating infected wound
	Fibroheal-sprinkling powder	FibroHealAg dusting powder is useful in non-healing and slow healing cavity wounds
	Fibroheal	FibroHeal-standard product is used for low exudating wounds and has found best application in donor sites
Janacare	AINA	Glucose Monitoring System
Natural Remedies Pvt. Ltd.	Phytocompounds	The facility offers more than 200 phytochemical reference substances
Perfint Healthcare Pvt.Ltd.	Maxio™	Maxio™ is an integrated planning, navigation and robotic targeting system for CT-guided tumor ablation
Rope Production Centre	Value added products (utility and decorative items)	Utilizing waste banana pseudostem for making value added products

Company Name	Product Name	Product Profile
Varuna Biocell Pvt. Ltd.	Dextrasol	Indigenous production of dextranase enzyme using solid state fermentation technique
Vel Natural Fibers	Banana silk fiber extractor	The technology extracts silk grade uniform single filament yarn. The shelf life of the extracted fiber is more than 20 years
Windmill Health Technologies Pvt. Ltd.	NeoBreathe™	NeoBreathe™ is the world's first foot operated newborn resuscitator

Products Commercially Launched (under market validation studies)

Company Name	Product Name	Product Profile
InnAccel Acceleration Services Pvt. Ltd.	NoXeno	Nasal foreign body removal device
Oriental Aquamarine Biotech India Pvt. Ltd.	Nitrifying bioreactor technology	Nitrifying Bioreactors are superior to the conventional filtration systems as they work using specific nitrifying bacterial consortia generated according to the salinity of water
WeInnovate Biosolutions Pvt. Ltd.	SilvoClean™	SilvoClean™ is an all purpose surface sterilization spray made up of a proprietary formula consisting of silver nanoparticles.





Products in the Market





Dr. Mausumi Acharyya

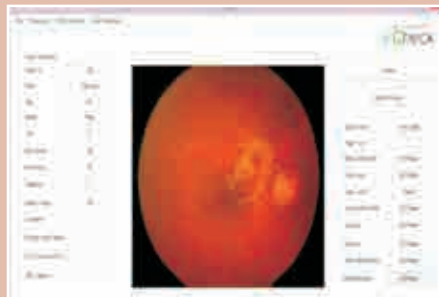
Founder, Director and CEO
Advenio Tecnosys Pvt. Ltd.

#1332, First Floor, Sector-6, Urban Estate
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mausumi.acharyya@chironx.ai



ChironEye (Previously iCheck)

ChironEye detects retinal abnormalities and can mark clinical features, providing explanations towards the final diagnosis of all major retinal diseases.

Commercial Launch	February 2018
End users of the Product	
a. Type of users	<ul style="list-style-type: none">• Eye clinicians (Optometrist, Ophthalmologist, VR Surgeons)• Eye care institutions (Hospitals, Clinics, Tele-ophthalmology centers)• NGOs/ CSR programs
b. Number of users	30+
Number of units sold so far	5
Price per unit	Expected to be Rs. 10 – Rs. 30 per diagnosis (here diagnosis means every time the ChironEye software is being used)
Total sales (as on 31st December, 2017)	Commercial Piloting stage
Distribution channel	Through Hardware partners, Research partners
Geographies covered	South Asia, Europe, Africa
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	No
If Yes, list the shopping sites where the product may be ordered from	N/A
Presence in global market	Yes
Potential Buyers/Major Clients	South Asia, Europe, Middle East



Mr. Varun Goyal

Head

AP Organics Pvt. Ltd.
Saron Road, Vill Manwala,
Dhuri, Sangrur (Punjab)
+91-98151 62850
varun.goyal82@gmail.com



Ricela Cattle Feed Supplement

Rice Bran lysolecithin is helpful in increasing milk yield and fat content of milk. It offers an economical source of energy to Indian cattle thus helping Indian dairy sector in meeting their demand for milk production.

Commercial Launch	January 2016
End users of the Product	
a. Type of users	FEED INDUSTRIES
b. Number of users	6-10
Number of units sold so far	285.60 quintals (Till Dec,2017)
Price per unit	Rs. 4100 per quintal
Total sales (as on 31st December, 2017)	Rs. 11 Lakh (approx.)
Distribution channel	Direct
Geographies covered	Northern india
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites) Yes/No	No
If Yes, list the shopping sites where the product may be ordered from	No
Presence in global market Yes/No	No
Potential Buyers/Major Clients	<ul style="list-style-type: none"> • Tiwana Ntf Enterprises, Lasso, Malerkotla • Burlyvets Nutritional Tec. Ltd., Moga • Giriraj Chemical, Ghaziabad

Vibrioshield

Bacteriophage based control of *Vibrio harveyi* infection in shrimp

Dr. C. R. Subhashini

Director

Aristogene Biosciences Pvt Ltd.
A-67(A), First cross, Rajaji Nagar
Industrial Estate, Bengaluru-560044
(Karnataka)
+91-9880756987



Commercial Launch	September 2017
End users of the Product	
a. Type of users	Shrimp hatcheries
b. Number of users	50
Number of units sold so far	1000 kgs
Price per unit	Rs. 3500/-
Total sales (as on 31st December, 2017)	Rs. 20 Lakh
Distribution channel	Through distributor and dealers
Geographies covered	Andhra Pradesh, Tamil Nadu
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	---
Presence in global market	Yes/No Started sending out samples
Potential Buyers/Major Clients	<ul style="list-style-type: none"> • Over 400 shrimp hatcheries in India • Huge export potential

Glucuronides and their deuterium labelled analogs

Using the newly developed technology, the company is synthesizing drug glucuronides and their deuterium labelled analogs and supplying the same to all the major pharma companies

Dr. Vijaykumar Hulikal

Managing Director
Bio-Organics and Applied Materials
Pvt. Ltd.

B64/1, III Stage PIA, Peenya,
Bengaluru-560058 (Karnataka)
+91 9448454123, +91-80-28364617
vijay.hulikal@bioorganics.biz



Commercial Launch

End users of the Product

a. Type of users

Pharmaceutical or Clinical Research
Organizations involved in pre-clinical trial
analysis stage during BA-BE studies

b. Number of users

100 (approx.)

Number of units sold so far

20 Products

Price per unit

Rs. 2,75,000/- (Average cost of 20 products)

Total sales (as on 31st December, 2017)

Rs. 50 Lakh (approx.)

Distribution channel

Direct Sales

Geographies covered

Global market

Are you a part of Government e-procurement system?

No

Presence in e-marketing (online shopping sites)

Enquiries can be placed at
www.bioorganics.biz

If Yes, list the shopping sites where the product may be ordered from

www.bioorganics.biz

Presence in global market

Yes

Potential Buyers/Major Clients

- Pharmaceutical Companies:
Dr.Reddy's Laboratories, Sun Pharma,
Lupin, Microlabs, Mylan, Teva, Alembic,
Torrent, Emcure, Apotech,
AlkemMadreich, Cadila, Zydus,
Arabindo and others
- CROs: Cliantha, Lambda, LotusLabs,
Watson, Actavis, Navitas, Veeda,
Synchrone, Axis and others.



Mr. Deepak Raj K
Director

Df3d Creations Pvt. Ltd.
519, 3rd Floor 24th Main, 2nd Sector, HSR
Layout, Bengaluru (Karnataka)
080-28441328
deepak@dfthreed.com

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birac
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Osteo – 3D®

Cloud based platform for creation of medical models online for pre-surgical planning

Commercial Launch	November 2016
End users of the Product	
a. Type of users	Surgeons
b. Number of users	181
Number of units sold so far	675 (end product sales)
Price per unit	Varies based on each case (Rs. 2k-Rs. 20k)
Total sales (as on 31st December, 2017)	Rs. 60 Lakh (Jan – Dec 2017) (approx.)
Distribution channel	Online
Geographies covered	Pan India
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites) Yes /No	Yes
If Yes, list the shopping sites where the product may be ordered from	www.Osteo3d.com
Presence in global market Yes/No	Available online
Potential Buyers/Major Clients	For complex surgical procedures – Hospitals.



Mr. Aman Sharma

Exocan Healthcare Technologies Pvt. Ltd
100, NCL Innovation Park,
Dr Homi Bhabha Road, Pashan, Pune
(Maharashtra)
91-20-25708051
amanstemcell@gmail.com



ExoEnrich™

Exosome isolation technology from biofluids (cell culture, serum, saliva, urine)

Date of commercial launch	December 2016
End users of the Product	
a. Type of users	Academicians, Researchers
b. Number of users	40
Number of units sold so far	40
Price per unit	Rs. 20,000/- (on an average)
Total sales (as on 31st December, 2017)	Rs. 2 Lakh
Distribution channel	Self
Geographies covered	India, Australia
Are you a part of Government e-procurement system?	Registered
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	No
Presence in global market	Yes/No Yes
Potential Buyers/Major Clients	Universities, R&D establishments



Malaria Rapid Card Test

Genomix Malaria Pf/Pv Antigen Rapid Detection Test Kit is a Lateral Flow Assay based qualitative determination of Malaria *Plasmodium falciparum* specific histidine rich protein-2 (Pf HRP-2) and Malaria *plasmodium vivax* specific lactate dehydrogenase (pLDH) proteins in human whole blood specimens. These kits were validated by WHO/FIND/CDC for their performance.

Mr. Ratnagiri Polavarapu,

CEO

Genomix Molecular Diagnostics
Pvt. Ltd.

5-36/207 , Prasanthi Nagar
Kukatpally, Hyderabad (Telangana)

0-40-64566726,

giripolava@yahoo.com



Commercial Launch

July 2010

End users of the Product

a. Type of users

Pathology labs, Diagnostic labs and individuals

b. Number of users

-

Number of units sold so far

Around 10 Lakh

Price per unit

Rs. 30 per kit

Total sales (as on 31st December, 2017)

Rs. 3 Cr. (approx.)

Distribution channel

- Genomix Molecular Diagnostics Pvt. Ltd.
- Wholesale distributor is Immunoshop India Pvt. Ltd.

Geographies covered

India, Africa, Germany, Malaysia and FIND & CDC in Geneva, Switzerland.

Are you a part of Government e-procurement system?

Yes

Supplied to Foundation for Innovative New Diagnostics (FIND), Global Malaria Programme conducted by World Health Organization, WHO Malaria Rapid



Diagnostic Test (RDT) Product Testing Programme, Website: <http://who.int/malaria/en/>

- ❖ Participated in the common drug purchase committee, Government of Goa, Goa medical college in Annual tenders.
- ❖ Supplied to following international researchers:
 - Dr. Thirumalaisamy P Velavan, Institute of Tropical Medicine, Universität Tübingen, Germany.
 - Prof. Nguyen LinhToan, MD, PhD, Head, Department of Pathophysiology, Vietnam Military Medical University
 - Dr. Yee Ling, Department of Parasitology, Faculty of Medicine, University of Malaya

Presence in e-marketing (online shopping sites) Yes/No

Yes

If Yes, list the shopping sites where the product may be ordered from

www.indiamart.com
<http://www.esuppliersindia.com>
www.tradeindia.com

Presence in global market Yes/No

Yes

Potential Buyers/Major Clients

Any Central and State Government Sector



Dr. T. Sugnaya

Manager R&D

Healthline Pvt. Ltd.

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+91- 9066687478

sericare.research2@gmail.com



Fibroheal-Ag

FibroHeal-Ag is a silk protein based wound dressing for infected wounds. The presence of silver ions helps in bactericidal action, which controls the infection.

Commercial Launch	July 2017
End users of the Product	
a. Type of users	<ol style="list-style-type: none"> 1. Plastic surgeons / Reconstructive surgeons 2. General surgeons 3. Ortho surgeons 4. Vascular surgeons 5. Gastro Intestinal (GI) surgeons 6. Trauma / Accident specialists / Other medical specialization
b. Number of users	More than 1000
Number of units sold so far	950
Price per unit	Rs. 900/-
Total sales (as on 31st December, 2017)	Rs. 2.3 Lakh
Distribution channel	Super Distributors → Distributors → Retailers/Hospitals
Geographies covered	Delhi, Karnataka, Telangana, Tamil Nadu, Puducherry, Kerala, Bhubaneswar, Maharashtra
Are you a part of Government E-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	Not applicable
Presence in global market	Yes/No No
Potential Buyers/Major Clients	Government, Public, Private, Military Hospitals



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Manager R&D

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sericare.research2@gmail.com



Fibroheal-Ag Mesh

FibroHealAg-Mesh is best used for high exudating infected wounds.

Commercial Launch	July 2017
End users of the Product	
a. Type of users	1. Plastic surgeons/Reconstructive surgeons 2. General surgeons 3. Ortho surgeons 4. Vascular surgeons 5. Gastro Intestinal (GI) surgeons 6. Trauma / Accident specialists / Other medical specialization 7. Gynaecologists
b. Number of users	More than 1000
Number of units sold so far	880
Price per unit	Rs.1000
Total sales (as on 31st December, 2017)	Rs. 2.36 lakhs
Distribution channel	Super Distributors → Distributors → Retailers/Hospitals
Geographies covered	Karnataka, Telangana, Tamil Nadu, Puducherry, Kerala, Delhi, Bhubaneswar, Maharashtra
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	Not applicable
Presence in global market	Yes/No No
Potential Buyers/Major Clients	Government, Public, Private, Military Hospitals



Fibroheal-Ag sprinkling powder

FibroHeal-Ag dusting powder is useful in non-healing and slow healing cavity wounds. This has wide acceptance by general surgeons as well as plastic surgeons.

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sericare.research2@gmail.com



Commercial Launch	February 2017
End users of the Product	
a. Type of users	<ol style="list-style-type: none"> 1. Plastic surgeons / Reconstructive surgeons 2. Podiatrists 3. General surgeons 4. Ortho surgeons 5. Vascular surgeons 6. Gastro Intestinal (GI) surgeons 7. Trauma / Accident specialists / Other medical specialization 8. Gynaecologists
b. Number of users	More than 3500
Number of units sold so far	3125
Price per unit	Rs. 199/-
Total sales (as on 31st December, 2017)	Rs. 2.14 Lakh
Distribution channel	Super Distributors → Distributors → Retailers/Hospitals
Geographies covered	Delhi, Karnataka, Telangana, Tamil Nadu, Puducherry, Kerala, Bhubaneswar, Maharashtra
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes / No No
If Yes, list the shopping sites where the product may be ordered from	Not applicable
Presence in global market	Yes/No No
Potential Buyers/Major Clients	Government, Public, Private, Military Hospitals



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Manager R&D

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sericare.research2@gmail.com



Fibroheal

FibroHeal-standard product is used for low exudating wounds and has found best application in donor sites. The wound closes early and patient is able to go out of the hospital few days earlier. Pain reduction and ease of removal are the additional 'bonus' benefits of the product.

Commercial Launch	August 2015
End users of the Product	
a. Type of users	<ol style="list-style-type: none"> 1. Plastic surgeons/Reconstructive surgeons 2. General surgeons 3. Ortho surgeons 4. Vascular surgeons 5. Gastro Intestinal (GI) surgeons 6. Trauma / Accident specialists / Other medical specialization
b. Number of users	More than 30,000
Number of units sold so far	24797
Price per unit	Rs. 550/-
Total sales (as on 31st December, 2017)	Rs. 56.31 Lakh
Distribution channel	Super Distributors Distributors Retailers/Hospitals
Geographies covered	Karnataka, Telangana, Tamil Nadu, Puducherry, Kerala, Delhi, Bhubaneswar, Maharashtra
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	Not applicable
Presence in global market	Yes/No No
Potential Buyers/Major Clients	Government, Public, Private, Military Hospitals



Mr. Sidhant Jena

CEO

Janacare Solutions Pvt. Ltd.
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+91-9871644034
sidhant.jena@gmail.com



AINA Glucose Monitoring System

A blood glucometer that plugs into the headphone jack of a smart phone to provide quick access to blood glucose reports

Commercial Launch	2017
End users of the Product	
a. Type of users	Clinics and Patients
b. Number of users	2000
Number of units sold so far	2000
Price per unit	Rs. 1000 - 2500
Total sales (as on 31st December, 2017)	Rs. 10 Lakh (approx.)
Distribution channel	Direct
Geographies covered	Karnataka
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	
Presence in global market	Yes/No No
Potential Buyers/Major Clients	Large Hospitals



Mr. Gopal Krishna Sangli
Mr. Ramesh Kathi

Natural Remedies Pvt. Ltd.
No.5 B Veerasandra Indl Area,
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+91-8040209715,
+91-9686988871,
+91-8040209817,

phytocompounds@naturalremedy.com



Phytocompounds

The facility offers more than 200 phytochemical reference substances. The customers include herbal companies, national laboratories, Pharmacopoeial bodies, universities and other governmental and non-governmental organizations involved in herbal research.

Commercial Launch	2014
End users of the Product	
a. Type of users	Academic institutes, Research institutes, Private sectors, Traders, Domestic and International Pharmacopoeial Laboratories and International organizations.
b. Number of users	257
Number of units sold so far	4,70,842 mg
Price per unit	Price varies from compound to compound (Minimum Rs. 90/per unit, Maximum Rs. 2833/per unit and Average Rs. 850/ per unit)
Total sales (as on 31st December, 2017)	Rs. 4.16 Crore (April 2014 to Dec 2017) (approx.)
Distribution channel	Domestic - Directly to Customers (B2C), International - Business to Business (B2B)
Geographies covered	Asia, USA, Europe, Australia
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites)	Yes/No Yes
If Yes, list the shopping sites where the product may be ordered from	www.phytocompounds.com phytocompounds@naturalremedy.com
Presence in global market	Yes/No Yes
Potential Buyers/Major Clients	Confidential



**Mr. Puhazhendi K
Mr. Nandakumar S**

Perfint Healthcare Pvt. Ltd.
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+91-44-24542155
pugal@perfinthealthcare.com
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MAXIO™

Maxio™ is an integrated planning, navigation and robotic targeting system for CT-guided tumor ablation. It combines tumor visualization and procedure planning with robotic targeting to help clinicians achieve consistent procedure quality and simplify complex procedures while ensuring high degree of accuracy.

Commercial Launch	October 2013	
End users of the Product		
a. Type of users	Hospitals, Medical colleges	
b. Number of users	~ 60 (More than one user per installation)	
Number of units sold so far	30	
Price per unit	Rs. 93.6 Lakh (average)	
Total sales (as on 31st December, 2017)	Rs. 28.08 Crore	
Distribution channel	Distributors & Direct	
Geographies covered	India, China, APAC, Middle East, Germany, Spain, South America	
Are you a part of Government e-procurement system?	Yes	
Presence in e-marketing (online shopping sites)	Yes/No	No
If Yes, list the shopping sites where the product may be ordered from		
Presence in global market	Yes/No	Yes
Potential Buyers/Major Clients	Large Hospitals	



Mr. P.M. Murugesan

Rope Production Centre,
3/43 Mellakkal Village, Vadipatti Taluk,
Madurai District -625234 (Tamil Nadu)
+91-9360597884
bananafibermd@gmail.com



Light Lamp



Flower vase



Value added products (utility and decorative items)

Utilizing waste Banana pseudostem for making value added products

Commercial Launch	December 2017
End users of the Product	
a. Type of users	Public, Five Star Hotels
b. Number of users	20
Number of units sold so far	Light Lamp-2500, Flower vase-5000
Price per unit	Light Lamp-1100 Flower Vase-950
Total sales (as on 31st December, 2017)	Rs. 75 Lakh
Distribution channel	<ul style="list-style-type: none"> • Rope Production Centre • Green Graft Pvt. Ltd, Bengaluru (for export)
Geographies covered	Bengaluru, Chennai, Tuticorin, Andhra Pradesh
Are you a part of Government e-procurement system?	Yes
Presence in e-marketing (online shopping sites)	Yes /No No
If Yes, list the shopping sites where the product may be ordered from	-
Presence in global market	Yes/No No
Potential Buyers/Major Clients	<ul style="list-style-type: none"> • Rope Enterprises Pvt. Ltd., Chennai • Green Graft Pvt. Ltd., Bengaluru • Ramesh Flower Pvt Ltd., Tuticorin • Balaji Exporter Pvt. Ltd., Karur

Dextrasol

Indigenous production of dextranase enzyme using solid state fermentation technique

Mr. Prabhat Shankar Pandey

Varuna Biocell Pvt. Ltd.
G.T.Road, Karwat,Dulhipur,
Chandauli - 232101 (U.P.)
+91-9956292300
pspande@gmail.com



Commercial Launch	February 2014
End users of the Product	
a. Type of users	Cane sugar producers
b. Number of users	15 (approx.)
Number of units sold so far	50 tones (approx.)
Price per unit	Rs 1000 /kg having NLT 6000u/gm
Total sales (as on 31st December, 2017)	Rs. 5 Crore (approx.)
Distribution channel	Direct
Geographies covered	Asia, Europe, Czech Republic, Brazil
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites) Yes/No	No
If Yes, list the shopping sites where the product may be ordered from	
Presence in global market Yes/No	Yes
Potential Buyers/Major Clients	Cane Sugar Mills

Banana silk fiber extractor

The technology extracts silk grade uniform single filament yarn. The shelf life of the extracted fiber is more than 20 years.

Mr. Murugan Kottaisamy

Vel Natural Fibers

6G, Bryant Nagar, 8th Street,

Thoothukudi (Tamil Nadu)

+91-461-2390364, +91-9443110344

bananafiber2009@yahoo.com



Commercial Launch	May 2017
End user of the product	
a. Type of users	Individual users
b. Number of users	7
Number of units sold so far	7
Price per unit	Rs. 60,000/-
Total sales as per 31 december 2017	Rs. 4.20 Lakh
Distribution channel	Directly by the manufacturer
Geographies covered	Tamil Nadu only
Are you a government e procurement system	No
Presence in online e-marketing system YES/NO	No
If yes please mention the site the product order from	No
Presence in global market YES/NO	No
Potential buyer/Major clients	Individual Entrepreneurs



Dr. Avijit Bansal

Co-Founder

Windmill Health Technologies Pvt. Ltd.

D 86, LGF, Malviya Nagar, New Delhi

+ 91-124-4201018

avijit.dr@gmail.com



NeoBreathe™

NeoBreathe™ is the world's first foot operated newborn resuscitator. Novel features of the product include: Two handed mask holding, real time pressure monitoring, enhanced pressure safety, PEEP, built-in suction, oxygen regulation, reusability and autoclavability.

Commercial Launch	December 2016
End users of the Product	
a. Type of users	Doctors, Nurses and other providers providing care during child-birth and in the first month of life.
b. Number of users	
Number of units sold so far	> 150
Price per unit	MRP (India) Rs. 25,000/- (Special rates available for institutional buyers such as State Govts.)
Total sales (as on 31st December, 2017)	Rs. 3.75 Crore (approx.)
Distribution channel	Phoenix Medical Systems
Geographies covered	India, South Asia, Africa, South America, South East Asia
Are you a part of Government e-procurement system?	Not yet
Presence in e-marketing (online shopping sites)	Yes
If Yes, list the shopping sites where the product may be ordered from	www.amazon.co.in www.phoenixmedicalsystems.com
Presence in global market	Yes
Potential Buyers/Major Clients	Potential Buyers: All care-providers and hospitals involved in care of the newborn – at birth or later. e.g. : State Governments, NHM Central and State units, Govt. Hospitals such as PHC, CHC, District Hospitals and Medical Colleges, Trust based and Chain Hospitals, Private Nursing Homes, Corporate Hospitals

The background of the slide is an abstract, vibrant composition. It features a dense field of glowing orange and red particles, some of which are small and bright, while others are larger and more diffuse. A prominent, thick, orange-red structure, resembling a DNA double helix or a twisted rope, winds across the frame from the bottom left towards the top right. The overall color palette is dominated by warm tones of orange, red, and yellow, creating a sense of energy and movement.

**Products Commercially Launched
(and under market validation studies)**



Dr. Jagdish Chaturvedi

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NoXeno

Nasal foreign body removal device

Commercial Launch	December 2017
End users of the Product	
a. Type of users	ENT Doctors, Pediatricians and GPs
b. Number of users	Current ~20, Target numbers >200,000
Number of units sold so far	Assessing post launch performance and scaling up production
Price per unit	Rs. 5000+ taxes
Total sales (as on 31st December, 2017)	None
Distribution channel	Direct and partner distributors by geographic regions
Geographies covered	India with a current focus on Bangalore, Delhi, Mumbai, Hyderabad and surrounding Tier II and Tier III areas
Are you a part of Government e-procurement system?	In the process of listing
Presence in e-marketing (online shopping sites)	Yes
If Yes, list the shopping sites where the product may be ordered from	IndiaMart, In the process of being listed on Medikabazaar. Also direct enquiries through www.noXeno.in
Presence in global market	Yes/No
Potential Buyers/Major Clients	Not yet
	Government agencies for Hospitals and Community health centers. Individual practitioners, Private clinics and Medical colleges



Nitrifying bioreactor technology

Nitrifying Bioreactors are superior to the conventional filtration systems as they work using specific nitrifying bacterial consortia generated according to the salinity of water. These bioreactors automatically adjust the nitrification process to handle varying amounts of ammonia and nitrites in the water and to adjust to different flow rates

Mr. Mohan Kandaswamy,
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Commercial Launch	September 2017
End users of the Product	
a. Type of users	Aquaculture Industry
b. Number of users	-----
Number of units sold so far	Deals in progress
Price per unit	Custom made to specific requirements
Total sales (as on 31st December, 2017)	-
Distribution channel	<ul style="list-style-type: none"> - Strategic Partnerships with RAS Solution Providers - Resellers with network in Aquaculture Industry <p>Geographies to be covered include Andhra Pradesh, Tamil Nadu, West Bengal and North East India. Overseas markets include South East Asian countries, Bangladesh and Sri Lanka.</p>
Are you a part of Government e-procurement system?	No
Presence in e-marketing (online shopping sites) Yes /No	No



If Yes, list the shopping sites where the product may be ordered from

No

Presence in global market Yes/No

No. Efforts are being made to enter global markets via strategic partnerships

Potential Buyers/Major Clients

Aquaculture Industry



Dr. Milind Choudhari

Founder and CEO

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Silvo Clean™

Silvo Clean™ is an all purpose surface sterilization spray made up of a proprietary formula consisting of silver nanoparticles. The spray is effective against bacteria, spores and viruses, twice as effective as the current sterilization sprays and 10 times safer than the current surface sterilization agents.

Commercial Launch	Pre launched (May 2017)
End users of the Product	
a. Type of users	Healthcare professionals, Hospitals
b. Number of users	
Number of units sold so far	Under Market validation studies
Price per unit	Rs. 600/-
Total sales (as on 31st December, 2017)	Under Market validation studies
Distribution channel	Distributor and Sales force
Geographies covered	Western India
Are you a part of Government e-procurement system?	Not yet
Presence in e-marketing (online shopping sites)	Yes/No No
If Yes, list the shopping sites where the product may be ordered from	
Presence in global market	Yes/No Under EPA consideration in US
Potential Buyers/Major Clients	Large Hospitals





Biotechnology Industry Research Assistance Council

(A Govt. of India Enterprise)

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