

## Piramal Enterprises' Diagnostic Division launches 3 New Instant Diagnostic Devices in QDx range

- *First-of-its-kind revolutionary instant diagnostic devices that ensure diagnosis "Right-Here-Right-Now"*
- *Empowers doctors to take evidence based treatment decisions faster*
- *Reduces burden of high investments in expensive devices while performing some critical tests*



**QDx A1c**



**QDx HemoStat**



**QDx VitD**

**Mumbai, July 03, 2013:** After the successful launch of QDx Instacheck in March 2013, today Piramal Enterprises' diagnostic division announced the launch of three new innovative devices in the QDX Range **Right-here-Right-now**; (a) **QDx A1c** - India's first voice guided diagnostic device which measures HbA1c, the diabetes detection marker that measures diabetes under 3 minutes (b) **QDx HemoStat**, detects the level of Haemoglobin in 5 seconds and (c) **QDx VitD**, the world's only device that helps detect Vitamin D in 10 minutes.

High in features and value for money, QDx A1c measures HbA1c in less than 3 minutes. It is the most reliable diabetes detection marker. The accuracy level of the results is best in the market, which commands less than 2% CV. These tests are performed by diabetologists and endocrinologists in clinics, hospitals, labs etc.

The other device, QDx HemoStat is an innovative handheld device to quantify the levels of haemoglobin & hematocrit in blood. It is based on revolutionary electrochemical biosensor technology that helps in monitoring levels of haemoglobin and hematocrit in blood in just 5 seconds. It is used for patients undergoing chemotherapy, dialysis etc. The main USP of the product is its unique strip technology which has a big grip and is more hygienic than its counter parts.

Lastly, QDx VitD, world's first whole blood Vitamin D diagnostic device detects if a person is Vitamin D deficient within 10 minutes.

**Commenting on the launch of these 3 products, Mr. Vijay Shah, Executive Director and Chief Operating Officer, Piramal Enterprises Ltd. said,** "It is our endeavour to empower the medical community such as gynaecologists, cardiologists, diabetologists, general physicians, pathological labs

etc to perform critical tests **Right-here-Right-now** with minimum investment and lowest operating expenses and helping them make treatment decisions faster. The recent launch of QDx A1c, QDx HemoStat and QDx VitD is in line with our division's vision of bringing affordable instant diagnostic solution through our point-of-care product range. These devices are the first-of-its-kind revolutionary instant diagnostic devices in the Indian market that are poised to change traditional diagnostic methods to instant diagnosis."

The three ODx devices are portable and affordable, delivering quantitative test results with lab accuracy. The devices can be operated very easily with minimal training requirements. The soft launch for all 3 products is schedule in July and followed by 3 months of Test marketing phase. The launch of these products is aligned to the Diagnostic division's strategy to widen the "Point-Of-Care" portfolio.

#### **About the Diagnostic Division:**

Piramal Enterprises entered the diagnostic business by acquiring Boehringer Mannheim India Ltd (Roche Diagnostics) in the year 1996. Currently the diagnostic division caters to both traditional Lab based diagnostic supplies and emerging point-of-care diagnostic market in physicians office. It primarily presents in Clinical Chemistry, Haematology, Immunology, Urine analysis and Rapid tests segments with leading brands like Diasys, Swelab etc. Diagnostic division's future growth strategy is primarily build on emerging Point-of-Care segment with series of new launches of innovative instant diagnostic devices under in-house QDx brand in 2013.

#### **About Piramal Enterprises:**

Piramal Enterprises is one of India's largest diversified companies, with a presence in pharmaceutical, financial services and information management sectors. Piramal Enterprises had consolidated revenues of over \$650 million in FY2013. In the pharmaceutical space, PEL is one of leading custom manufacturing player globally, has presence in the global critical care segment with a portfolio of inhalation and injectable anesthetics and its OTC business is ranked no. 7 in India. PEL is also engaged in drug discovery & research and has strong pipeline of development products. In the financial services space, PEL has a real estate focused PE fund – Indiareit and a NBFC that is focused on lending to real estate and education sector. PEL's information management business, Decision Resources Group is a leading provider of information based services to the healthcare industry.

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