

## **Transasia Bio-Medicals Ltd. wins ‘The Economic Times Best Healthcare Brands 2016’ award**

*Recognized as a leader in the Indian Healthcare Industry based on a nationwide survey*

**6<sup>th</sup> July 2016, New Delhi:** It is a great pleasure to inform you that Transasia Bio-Medicals Ltd., India's largest In-Vitro Diagnostic (IVD) company with a globally recognized ERBA brand, has received yet another honor - ‘The Economic Times Best Healthcare Brand 2016’ award. Mr. Suresh Vazirani, Chairman & Managing Director of Transasia Bio-Medicals Ltd., along with Mrs. Mala Vazirani, Executive Director received the award from Shri. Jagat Prakash Nadda, Hon’ble Minister for Health and Family Welfare, Govt. of India. The felicitation program held at Hotel Taj Palace, New Delhi on 27<sup>th</sup> June, 2016 was attended by the Who is Who of the healthcare industry and senior Government officials including Dr. Sowmya Swaminathan, Secretary-Department of Health & Research and Dr. (Prof.) Jagdish Prasad, Directorate General of Health Services, Ministry of Health and Family Welfare, Govt. of India.

During the felicitation, the Hon’ble Minister Shri Nadda elaborated on the huge challenges an emerging country like India faces in providing affordable and efficient healthcare for its vast population and thanked technology companies like Transasia for coming forward with new affordable technologies and products. He added that India can “Achieve Healthcare for All” only with an active partnership between Government and private healthcare companies.

Transasia/ERBA was selected as the best healthcare brand from over 160 medical devices companies based on an extensive survey conducted by an independent market research company, MRSS (the largest independent Market Research Agency in India). The healthcare brands were graded after considering the parameters of innovation, brand value, brand recall, consumer satisfaction, customer service and quality. The results of the research have been collated in the ET Coffee Table Book which will become available soon.

Mr. Suresh Vazirani, Managing Director of Transasia Bio-Medicals Ltd., a leading Indian manufacturer, exporter and distributor of high technology diagnostics products marketed under the ERBA label and used in pathology laboratories, spoke on the occasion of Transasia being recognized as the leading brand in India.



Suresh Vazirani, Chairman & Managing Director (extreme left) along with Mrs. Mala Vazirani, Executive Director (second from right) receiving the award from Shri Jagat Prakash Nadda, Hon'ble Minister for Health & Family Welfare, Govt. of India (center) in the presence of Dr. Sowmya Swaminathan and Dr. Jagdish Prasad

He said, "I set up the company with a vision of providing reliable and affordable healthcare to all. It's a matter of great pride for a Make in India brand to be recognized as the Best Brand in this Industry. I thank The Economic Times for this honor. I also express my gratitude to Transasia's customers for their resounding faith in the brand as it is they, who are to be credited for Transasia receiving the highest score in the criteria for the selection of the award. I would also like to thank the Transasia Team, for believing in the company's vision, working hard and long and to sustain high levels of customer satisfaction over the years. Our associates, and business partners who work closely with us, are to be thanked for their support as well. We are committed to reaching out to meet the diagnostic needs of the emerging markets as we strive to build a healthier, happier world!"

---