

Transasia Bio-Medicals Ltd. wins the coveted 'Brand of the Decade' award

India's leading In-vitro diagnostic company, Transasia Bio-Medicals Ltd. has been adjudged the 'Brand of the Decade' by ERTC Media Pvt. Ltd. - one of India's leading media consulting and brand listing company.

Transasia emerged as a jury's favorite, in the category of Medical Devices from amongst top five competitors. The 'Brand of the Decade' is a recognition given to those brands that have in the past decade, innovated and leveraged new lucrative opportunities to disrupt the established category dynamics and in the process gain customer loyalty.

The winners were selected based on an extensive three-fold research by Brand Advertising Research and Consulting (BARC) Asia - a multi-brand consultancy firm. The first phase comprised of the secondary research by evaluating the industry reports and market surveys. The second phase shortlisted contestants through an in-depth primary survey conducted among the target audience through parameters such as trust, sustainability, innovation, reach, customer loyalty, etc. The final phase involved scrutiny by jury members and the editorial team.

For over three decades, Transasia Bio-Medicals Ltd. has been meeting India's needs for essential diagnosis by offering Accessible & Affordable, Innovative, Make in India products and solutions. Trusted for its quality and after-sales and application support, Transasia today boasts of over 65,000 installations in 35,000 labs across India and reaching out to millions in more than 110 countries worldwide.

On receiving the award, Mr. Suresh Vazirani, Chairman & Managing Director, Transasia Bio-Medicals Ltd. remarked, "I immensely value the trust that our customers bestow on us. This award is a testimony of the goodwill that we share. I sincerely thank our customers for their continued support, without which we cannot live our vision of a 'Healthier and Happier World'. I feel honored to receive this prestigious award."

He further added, "Transasia was set-up with an aim to provide India and the other emerging markets, easy access to the latest advancements in this field. I am glad that over the last 38 years we have been able to successfully combine world-class technologies from our global subsidiaries with efficient, low cost manufacturing in India to offer the best of the world."

The Brand of the Decade title will also be awarded to reputed brands in 50 other categories. In the healthcare sector, companies contending for this award will include those from pharmaceuticals, hospitals and other branches of medicine.

The first edition of the award ceremony will be held on 23rd April, 2018 at Mumbai and will be attended by some the most well known dignitaries from across different industries.