

REVOPRENEUR

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UNLEASHING THE REVOLUTION WITHIN

TOP 10

HEALTHCARE SERVICE
PROVIDERS TO WATCH

2022

THE TORCH BEARER OF
WORLD CLASS IMAGING
AND LAB SERVICES

**PRADEEP
CHAKRAVARTHY J**
MD AT PREMIER HEALTH CENTER



DOLCE & GABBANA

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* Peterson Institute for International Economics, February 2016, "Is Gender Diversity Profitable? Evidence from a Global Survey".
Analysis of a global survey of 21,980 firms from 91 countries. www.piie.com



EDITOR'S NOTE

THE WORLD NEEDS TO LEARN FROM INDIA

2021 has been a revolutionary year in terms of COVID-19 vaccination across the globe. In India itself, more than 1.2 billion jabs have been administered so far. Although the speed of vaccination has slowed down for the last couple of months, India fares better when compared to many developed countries. Despite a mammoth population of over 1.3 billion, India has surprised the who's who of global powers. After months long apprehension pertaining to the efficiency of Covaxin -- the Indian vaccine -- various countries came to terms with the vital role of the Made in India vaccine. Since then, a whole lot of countries have adopted Covaxin. It is really a matter of pride for all the Indians.

However, the abrupt rise of the Omicron variant has given rise to panic yet again. Although the COVID-19 cases due to the new variant is still at a preliminary stage, the central government and state governments have already started cautioning people about the repercussions in

case people don't follow the COVID protocols. India has so far done a commendable job in containing the spread of pandemic amid festive seasons. Health experts were quite anxious and doubtful as to how would people evade the spread of pandemic in a busy festive season. Defeating all such apprehensions, people enjoyed festivals following protocols and other rules and regulations.

On the other hand, the situation in developed countries look worrisome especially in Europe and the USA. Few countries have already declared lockdown and many other are contemplating a lockdown. Things are going to be challenging for the world if a permanent cure to this problem is not found. In the meantime, we have to be cautious and follow the protocols till the time this pandemic is completely done away with.

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COVER STORY

"Never be afraid
of failure and
take risks"

Pradeep Chakravarthy J



TABLE OF CONTENTS

20 *Artivatic*

26 *Care India*

30 *Lal Path Labs*

34 *Magneto Cleantech*



THE TORCH-BEARER OF WORLD CLASS IMAGING AND LAB SERVICES

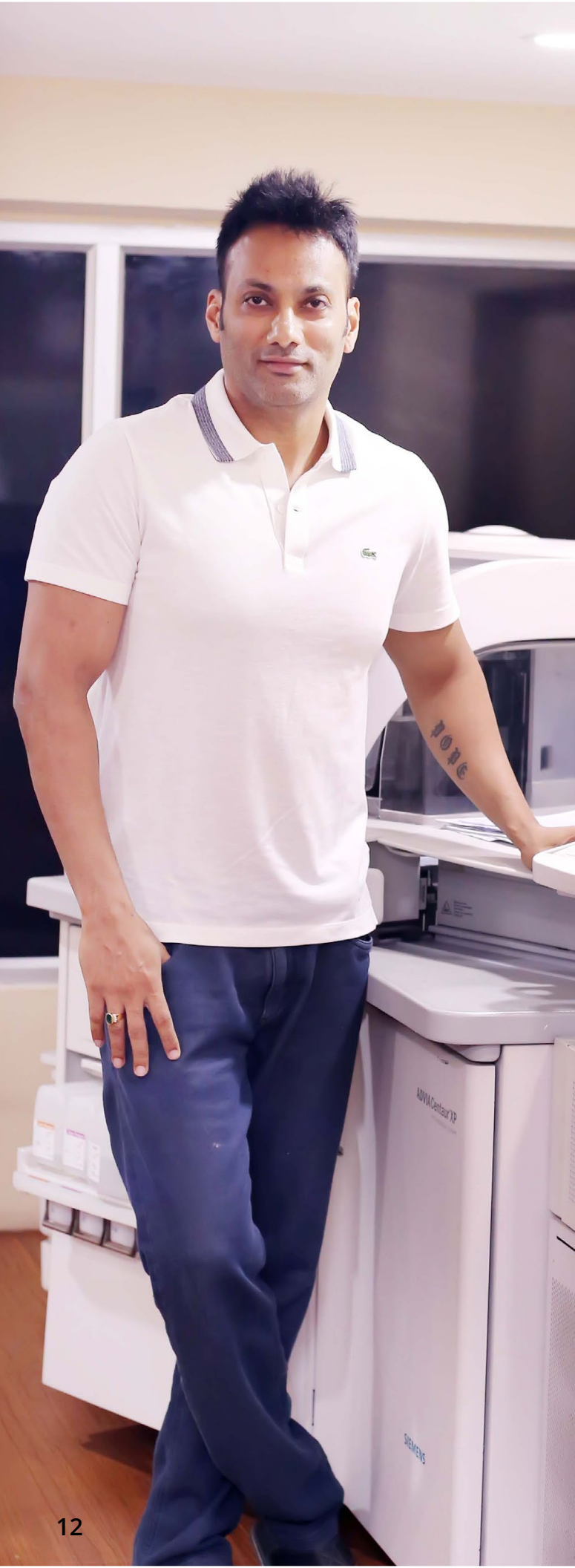
In recent years, medical facilities have progressed a lot and so have the imaging and lab services. India has now established itself as one of the best countries when it comes to medical services and this reflects in the form of millions of medical tourism every year. This has become possible only because of the hard work, devotion and dedication of many medical centers and imaging and lab services providers. Today, we are going to talk about one such firm - Premier Health Center (PHC).

Established in 1980, Premier Health Center (PHC) was the first diagnostic facility providing an entire spectrum of imaging and lab services under one roof. Starting with one center, today PHC has 60 plus centers across the state with two processing centers in Chennai & one in Kanchipuram. All the centers are well-equipped with the latest technology of testing machines with experienced professionals in the field. . Today PHC is recognized by more than hundred hospitals across the state for Hospital Lab Management, more than 250 clinics for clinical lab management, and over 2000 referral doctors.

Cover Story

**PRADEEP
CHAKRAVARTHY J**
Managing Director at PHC





According to a recent study, the market is expected to grow 21% in the coming five years. The size of the diagnostic industry is around ₹750000 crore, it is further divided into two sectors - private and government. There will be around 1.1 lakh+ diagnostic centers in India. Out of one lakh, the pathology lab represents 70%. Radiology and imaging such as CT scan, X-ray, MRI, and ultrasound labs represent 30%. **PHC** has been tapping the market potential aptly. Following are the key points that PHC considers while opening a new center:

- Market Analysis
- Competitor Analysis
- Future Growth
- Infrastructure
- Geographic Location
- Staffing
- Equipments
- Marketing

Since its inception, PHC has never compromised in the quality of results and customer service management which made it one of the leading diagnostic services companies in the state. This led to the establishment of many brands under one roof with the help and support of doctors, employees, customers, associates, stakeholders, well-wishers, and others. “We have been recognized by the government (NABH - National Accreditation Board for Hospitals & Healthcare Providers & NABL - National Accreditation Board for Testing and Calibration Laboratories) and various hospitals for successful ventures and diagnostic services for over a decade. We are ICMR - Indian Council of Medical Research approved COVID testing center for Chennai and Kanchipuram”, asserts Pradeep Chakravarthy J, Managing Director at PHC.



THE GUIDING SOUL

All these years, Pradeep has found inspiration from his parents. In the year 1980, his parents started Premier Health Center with a small space of 250 sqft. At that time there was a lot of criticism about their capability. “But my parent’s hard work broke the barriers which made quality diagnostics at an affordable price to common people. Initially, they began with a single center and expanded to five centers before it was taken over by me in the year 2000. My parents made a strong team technically which has got a tremendous output, even today it has been maintained at the same pace. My parents were my role models, on their foundation I am laying the path”, he exclaims. On a humble beginning, his determination and futuristic approach enabled the common man to access a quality diagnosis, which was once unaffordable for people of all classes. He made this possible by means of his tireless work which established tie-ups with several medical establishments. Premier Health Center now

stands as one of the finest diagnostic facilities catering to over 60 locations across the state. “Amidst the rigid industry competition, we have managed to position PHC on the healthcare map by providing quality medical technology”, he says. All of his corporate ventures are aligned with one goal – improving access and affordability of healthcare. In recognition of his outstanding leadership qualities, he was adjudged as the “Pioneering Med-Tech Savant” by a famous business magazine.

Coming to the services offered by PHC, its uncompromising service spectrum includes Pathology, Radiology, Medical Imaging, Digital X-rays, PCR-based Tests, CR-Digitizer, Cutting Edge Lab Tech, Clinical Assistance, and providing Support Staff.

However, it is not an easy task for any world-class service provider to keep challenging rigid industry competition over the years with Harnessing Advanced Health Technology day by day. In the words of Martin Gaynor,



an economics professor at Carnegie Mellon University, “Health care spending is high, and it is ultimately unsustainable.” Nevertheless, proving its competitors wrong, it has surpassed its own capabilities and become the epitome of outstanding medical facilities.

But obstacles never stop following and keep posing other major challenges such as External Market Disruption, Healthcare Regulatory Changes, and Rising Healthcare Costs. Healthcare Staffing Shortages is also one part of it. Despite all this, PHC has adapted to the latest technology with the advancement where results of a test taken by a patient can be received via API integrated WhatsApp Reports. Moreover, it has created a niche in the realm of Hospital Lab Management and providing pathology services to home at no cost.

Let’s have a look at both the services one by one:

Hospital Lab Management – PHC managed to outsource the entire lab from 30 bedded

hospitals to 300 bedded hospitals, where it took over the entire lab from the hospital to run on behalf of them. This is being envisaged to be managed on a revenue-sharing model. “This was entirely new in the industry where at present we have partnered with 100 plus hospitals in the city”, he says.

On the basis of its outstanding track record, it is already gearing up to become future-ready. PHC plans for an expansion of 100 branches by 2024 across Tamil Nadu and 200 branches by 2027 across South India. PHC is widening its capabilities to perform over 2500 varieties of investigations to enable early diagnosis and prevention of health issues.

The use of everything latest to maintain competitive edge

At PHC, staff training goes hand-in-hand with technology implementation. Significant investment in staff education is a core value within the practice. The company regularly reviews the equipment portfolio and discovers

the latest equipment to maintain a competitive edge. Future planning includes assessing and expanding service locations to meet the needs of any expected population growth. Some of the advanced equipment that PHC has is ADVIA CENTAUR XP & ADVIA CENTAUR CP, D-10 HEMOGLOBIN TESTING SYSTEM, DIASYS 200 ,DIASYS 400, DIMENSION EXL 200 INTEGRATED CHEMISTRY SYSTEM, MINI VIDAS, ALFA SWELAB, VITEK 2 COMPACT, and YUMIZEN H500. Apart from this, it has BIO RAD CFX 96, BIO RAD OPUS 384, ZIP 96 V, ZYBIO EXM 3000, and ZYBIO ALLSHENG.

Pradeep Chakravarthy J has a piece of advice for the entrepreneur who is trying to embark in the same field. Pradeep quotes Booker T. Washington, “If you want to lift yourself up, lift up someone else.” Pradeep believes in the right set of talent acquisition which encompasses hiring the right talent, building the right culture that focuses on the patient experience, quality of results and enjoying work, and finally setting the right goals. Besides, he is a firm believer of implementing collaborative working processes i.e. Teamwork.



“
**Never be
afraid of
failure and
take risks**
”





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TOP 10

HEALTHCARE SERVICE PROVIDERS

IN 2022

COMPANY	NAME	DESIGNATION
Premier Health Center	Pradeep Chakravarthy J	MD
Abbott Medical Devices	Anil Joseph	MD
Artivatic	Layak Singh	Founder & CEO
Aster Healthcare	Dr Azad Moopen	Founder & MD
CareIndia	Amritah Sandhu	Director & Founder
Johnson & Johnson	Vikas Srivastava	MD
Lal Path Labs	(Brig) Dr. Arvind Lal	Executive Director
Lucid Medical Diagnostics	Venkatesh Rachaputi	CEO
Magneto Cleantech	Himanshu Agarwal	Founder & CEO
Rubyhall Clinic	Dr Manisha Karmarkar	COO

GO ON AND TRY TO TEAR ME
DOWN I WILL BE RISING FROM
THE GROUND LIKE A
SKYSCRAPER





ARTIVATIC.AI

BY VASU DEO -REVOPRENEUR

Artivatic is a Bengaluru-based Artificial Intelligence (AI) startup that is integrating technology to build intelligent applications and solutions, especially in insurtech space. The technology startup uses AI, machine learning, deep learning to build intelligent products and solutions for finance, healthcare, and insurance businesses. Artivatic.AI is using a game-changing technology, assisting insurance companies to build personalised risk profiles of customers, track and understand their financial and behavioural journeys, and develop real-time intelligence based on those patterns.

The startup has built smart risk underwriting technology for risk scoring and dynamic profiling of insurance customers. The tech startup offers innovations in risk scoring and various consumer intelligence.

Artivatic has developed a low-cost modular API (Application Programming Interface) infrastructure that can connect to businesses and allow insurance companies to go live with their digital operations within a few days.

IIT Kharagpur graduate Layak Singh is the brain behind the startup that helps legacy

insurance companies profile customers with smart AI and human brain-like systems. The Bengaluru startup, which was founded in 2018, is backed by the India Angel Network. Puneet Tandon, a New Jersey Institute of Technology (US) alumni, is the co-founder of the startup. Layak and Puneet had also come up with online dating startups 'dateIITians & Cogxio.com' earlier.

Before deciding to shift its focus to insurtech, Artivatic was working with B2B enterprises in travel, foodtech, and other consumer-facing sectors for customer personalisation, profiling, segmentation, and rating.

The AI startup has a 75+-member strong product and business team that is building innovative technologies. The company is looking for 110% MoM Growth in the coming months and targets to reach \$2 million in revenue in FY17-18.

Mr Layak Singh is the Founder and CEO of Artivatic.AI, a global risk and decision-making platform that automates human decisions in insurance and healthcare sectors, empowering them through artificial intelligence. Mr Singh is an IIT Kharagpur alumnus and holds a B.Tech

in Manufacturing Science and Engineering. He is a serial entrepreneur and has been active in the AI space, working extensively to find AI-based solutions for the insurance and health sectors.

Sensing the need for an end-to-end smart AI infrastructure for banks and financial firms, Mr Singh founded Artivatic in 2017 with Puneet Tandon, a New Jersey Institute of Technology (US) alumni. The Bengaluru-based startup assists insurance companies to build personalised risk profiles of customers, track and understand their financial and behavioural journeys, and develop real-time intelligence based on those patterns.

As insurance companies were working on legacy platforms until 2018, they were generating data manually which wasn't efficient. Mr Singh realized that these businesses were looking for innovations in risk scoring, smart risk underwriting and various consumer intelligence. In 2018, Artivatic roped in its first insurance client, and the focus turned to insurtech Mr Singh has rich experience with startups and corporates and has worked on three startups in the past, which he says taught him to build products first and then the service.

He has been earlier associated with DRDO, IOCL, EDUDIGM to execute their projects and be an in-house entrepreneur. Mr Layak also focused on team building, product execution, helping in business strategies, prediction, marketing, PR,




revenue & financial performance.

Earlier he was Founder & CEO at Fullerene Solutions and Services (P) Ltd, a portfolio company for education, online dating, content, and lifestyle ventures. He also founded Cogxio, hyperlocal networking and discovery platform, in 2014. At Cogxio, he came face-to-face with consumers who transacted online after complex discovery and decision-making processes.

Mr Singh is a born entrepreneur with a never say die spirit and has built many communities around Bangalore including Bootstrap Bangalore, 2Weekends Hakathon, etc. He has also been in advisory roles at some startups, speaker at universities and incubated a few startups at his office in Bengaluru.

He was a 2014 fellow in the Startup Leadership Program in Bengaluru. He sometimes writes about startups, education, entrepreneurship, technology, artificial intelligence, culture, consumer interaction, business, and health.

A close-up photograph of a doctor's hand holding a blue stethoscope against a white lab coat. The background is a solid teal color. In the bottom right corner, there is a white line-art diagram of a molecular structure or network, consisting of several circles of different sizes connected by lines.

HEALTHCARE TECHNOLOGY WHAT LIES AHEAD?

For the last two years, the hullabaloo surrounding healthcare across the globe has increased all of a sudden. People are apprehensive regarding the workforce and the efficiency of medical staff typically in situations witnessed in the first half of this year in India and other parts of the world. In May this year, hospitals were running short of medical staff due to the sheer volume of patients. This led people thinking of alternatives to such quandaries. This brings us to healthcare technology which has the potential to reduce our dependability on human workforce. Medical technology has a vital role to play in ensuring that we are able to tackle all of the biggest health issues we face.

What is healthcare technology?

Before knowing more about healthcare technology, we need to know what exactly is healthcare technology. Any technology that is designed to support healthcare organizations comes under the purview of healthcare technology. According to the World Health Organization (WHO), it is the “application of organized knowledge and skills in the form of devices, medicines, vaccines, procedures, and systems developed to solve a health problem and improve quality of lives”.

What does global healthcare look like in 2021?

Due to the pandemic, one good thing that has happened is that more of the world now has access to healthcare through things like digital appointments and online prescriptions. Taking into consideration the global healthcare

outlook outside of COVID-19, Deloitte Insights came up with its report comprising six of the biggest factors driving change in the healthcare sector. As per the report, consumers are looking for more on-demand and digital healthcare services. Powered by cloud, data and analytics tools, healthcare organizations are shifting towards health IT systems. Besides, for the sake of healthcare innovation and progression and we're witness more collaboration between different industries, academia, governments, and tech giants than ever before.

Seven promising latest healthcare technologies

In the healthcare industry, there are a whole lot of exciting new medical technologies being used. However, we are going to talk about some of the most prominent technologies. Although a few of them have been

around for a little while now, they have become more technologically advanced in recent times.

AI & robots

In healthcare, Artificial intelligence (AI) comes with a lot of useful applications. AI finds one of its most vital applications in diagnosis. This is due to the fact there has been various circumstances in which AI has been able to find out diseases like skin cancer and diabetic blindness better than specialists in the field. Apart from diagnosis, people can use AI to perform routine tasks, design treatments, manage medication, manage data, monitor health and more. Moreover, we can use AI on robots. Afterwards, these robots can act as medical assistants, take lab samples, assist in surgeries, and disinfect hospital rooms.



Nanotechnology for diagnosis

Let's move on to another innovative technology in the medical field – nanotechnology. This can be used for diagnosis. It is related with objects that have at least one dimension under 100 nanometres (nm) in size. One nanometre is one-billionth of a metre. What's interesting is that nanotechnology can be used to identify unique cells and recognise genetic content that might signify disease. Then, this lets drugs to reach particular damaged cells whilst bypassing healthy ones.

eHealth apps

Next comes eHealth apps which are mobile applications that work on a particular area of healthcare. These days, almost everyone owns a smartphone. By means of eHealth apps, looking after your health and wellbeing has become more feasible and less tiresome. For instance, Coala is a heart monitoring app that comes with a mini-ECG device. Apart from this, Elsa is an app that helps people with chronic illnesses look after how they feel and why.

Internet of Things

In the healthcare industry, there have been a lot of innovations in recent times that is a part of the Internet of Things. These innovations let patients take control of their own health. This holds importance because people going through health difficulties feel a total lack of control. This leads to negative consequences on mental health. For instance, IoT applications in healthcare consist of wearable technologies such as sleep monitors and glucose trackers.

Future of genomics

Let's discuss one of the most controversial medical fields – Genetics. With a whole lot of possibilities, it is a fast-moving and innovative field in medicine. It can be used for early detection of diseases, synthetic DNA production, and faster, cheaper DNA testing.

Regenerative medicine

When it comes to replacing damaged tissue or organs, the medical treatment known as regenerative medicine comes into play. For

instance, cellular therapies, tissue engineering and artificial organs.

Orthopedic implants

Another important healthcare technology is orthopaedic implants, which are manufactured devices that take place of broken bones, joints or cartilage. These days, patient-centric, customisable orthopaedic implants made with cutting edge 3D technology are becoming more frequent.

What will the future of healthcare look like?

For digital innovation, the future of healthcare possesses plethora of more scientific breakthroughs and opportunities. As per a latest McKinsey Global Institute report, by 2040, global disease is likely to fall by 40 per cent. Out of this, 70 per cent would be made possible by preventative measures. Some of the technologies we've run through has the potential to form part of this preventative care.



A woman with dark hair pulled back, wearing a vibrant red, short-sleeved, knee-length dress, stands in the center of the frame. She is looking slightly off-camera with a soft expression. The background features a building with a red facade and a corrugated metal roof, set against a sky with soft, warm light from a low sun, creating a sunset or sunrise atmosphere. The overall mood is serene and stylish.

**WEAR
GREEN**

JIGSAW

STYLE & TRUTH

CAREINDIA

BY RITIK JHA -REVOPRENEUR

Lack of organized and quality primary healthcare services, particularly in Tier 2 & Tier 3, results in people delaying consultations and ignoring regular health check-ups. A natural outcome of this inadequacy is delayed diagnosis of non-communicable diseases such as hypertension, diabetes, kidney diseases as well as cancers. Notably, 60% of deaths in India occur as a result of preventable lifestyle diseases.

Founded by Amritah in 2016 CareIndia (<https://www.careindiahealth.com/>) is a healthcare provider that aims to fill this critical gap in first level of expert intervention. CareIndia has been conceived as a one-stop primary healthcare service center with diagnostics, practitioners, and pharmacy under the same roof with a focus on disease prevention, timely diagnosis, chronic disease management as well as women's wellness. CareIndia primary healthcare centers also house a certified laboratory to conduct blood tests onsite and the reports are examined free of cost by in-house specialist doctors.

CareIndia has helped establish a network of reliable and trustworthy neighborhood clinics for communities, reducing both waiting time as compared to hospitals as well as bringing down the cost of consultation for common people.

An alumna of the acclaimed School of Oriental and African Studies (SOAS), University of London, Amritah studied Economics and Business Analysis in the UK before returning to India with a quest to bring about a paradigm shift in healthcare delivery in small towns. This quest led her to the foundation

of CareIndia, an organization to redefine the idea of community

primary healthcare particularly for women.

With a family already active in the field of healthcare and pharmaceuticals Industry, Amritah had a fair

exposure to this field. As a student of Economics, Amritah also intensively studied the developmental challenges of the third world and how lack of accessibility to healthcare furthered economic disparity. In

India, there exists a huge gap between availability of quality healthcare between metros and Tier 2 & 3

cities of India. This disparity is what drove her towards her entrepreneurial venture CareIndia which establishes a series of highly equipped community healthcare centers.

The chain of primary medical centres brings together diagnostics, doctors, and pharmacies under one roof at affordable cost. Quality and well-equipped primary healthcare centres act as a major pillar in preventive medicine, particularly for women. Given the notoriety of the quality of drugs available in smaller towns, the organization puts special focus on ensuring that their pharmacies are stocked with top quality health products, devices as well as drugs, medications and supplements – all at reasonably affordable rates. Amritah has also used her skills as a trained analyst with a knack for demographic/market segmentation and analysis to make judicious use of investment and resources in tier II & III cities.

Promotion of health literacy particularly among women, the poor and the uneducated, is an important

goal of her life. With her motto in life being 'SEHAT, SEVA, SUVIDHA', Amritah is truly a public-spirited

health professional. As Director and founder of Care India, Amritah is leading from the front and is presently handling multiple projects.



**AMRITAH
SANDHU**
DIRECTOR & FOUNDER



Is this the right time to START BUSINESS?

Of late, you would have probably come across people concerned about starting a new company. They would be showing their reservations citing the ostensible uncertainty in the world. They would be talking about the risk involved in beginning a new business. Nowadays, people are killing their long-cherished dream of having the boss of their own business. Why? They are under the impression that voluntarily quitting a job won't do any good to them, it's just too risky at such testing times. They have a fear that if their brand-new company fails, it won't be the right time to struggle and search for a new job.

Do you agree with what such people think? If yes then it is high time you look at things from different perspective. There is a need to look at the astonishing opportunities and the lower barriers to entry for starting a company at the moment. This is the opportune time to get access to people and talent that you would not have got before this.

To start a New business right now is the best time as technology futurist Kevin Kelly would say. Many potential creators are apprehensive unfortunately. This is not circumstantial. According to the Kauffman foundation, between 1978 and 2012, nearly 44 percent of new companies declined in number.

What is startling is that the best opportunities to start new companies are available in recessions and unstable periods. Billion-dollar startups like Uber, Airbnb, and many others were founded partially during the 2008 Financial Crisis as the changing requirements of market.

The same phenomenon applies to the present days as well. It offers unfair returns to budding entrepreneurs and once-in-a-lifetime opportunities. One of the benefits include an environment in which customers are more enthusiastic to try new products and services — frequently out of necessity. Apart from this, they get enlarged availability to talent and people at negotiable and lower costs.

Enlarged access to people and talent

Design, product, sales talent and engineering can be extremely hard to recruit and eventually close during boom periods. Usually talent is scarce in the market and the best talents often ask for fees that can rapidly bankrupt a budding startup if they don't show value from their recruits rapidly.

Due to lessened marketplace demand, many well-known

companies and startup companies have fired their employees. And overall salaries have also dropped for once in-demand situations due to greater market dynamics. For entrepreneurs, this has opened up people and talent acquisition opportunities. This would offer the ability to access talent that is vital to early-stage growth. Otherwise, they would be tempted by larger salaries or more steady opportunities.

Also, to lure probable recruits, entrepreneurs can bank on substitute compensation schemes such as equity because the bonuses and cash compensation become rarer.

Time to negotiate fixed costs

The fixed costs to begin a new firm have come down significantly for more than 20 years. However, they are still comparatively high for early stage entrepreneurs. Before their business ever generates the first spate of revenue, entrepreneurs are often faced with high initial upfront expenses. This applies for real estate leases, SaaS and other capital and operating expenditures.

Real estate costs often decline considerably in testing times. Moreover, landlords are more than willing to offer fascinating deal terms to close a deal, including office makeovers and more flexible lease terms.

Apart from this, cost centres such as individual-contracting and SaaS services may be more open to negotiation and flexible business terms as well. All this help to reduce the price of be-

ginning a business and permits entrepreneurs to deploy capital resources into hiring and product in place of fee-based services.

Acquiring customers is a fundamental challenge to starting and growing a new business. Being a costly plan, this will usually comprise urging consumers to try a new product option or category or switch between brands.

Even while being armed with remarkable capital war chest, a number of entrepreneurs usually fail at this process. Customer-acquisition costs may reduce significantly in the present environment. Customers may be more willing to try new products and services or even shift brands from their usual choice on account of the economic requirement and variations in routine.

Customers may espouse different products and services as new behaviors and routines come to the fore. For acquisition, this offers plenty of new opportunities. A slew of macro-economic challenges is presented by leaner and meaner times. This makes right now the best time to start a new business, absurdly but logically.

Primarily, this is due to greater access to negotiable fees, people and talent and a greater willingness amongst customers to try new products — sometimes due to inevitability.

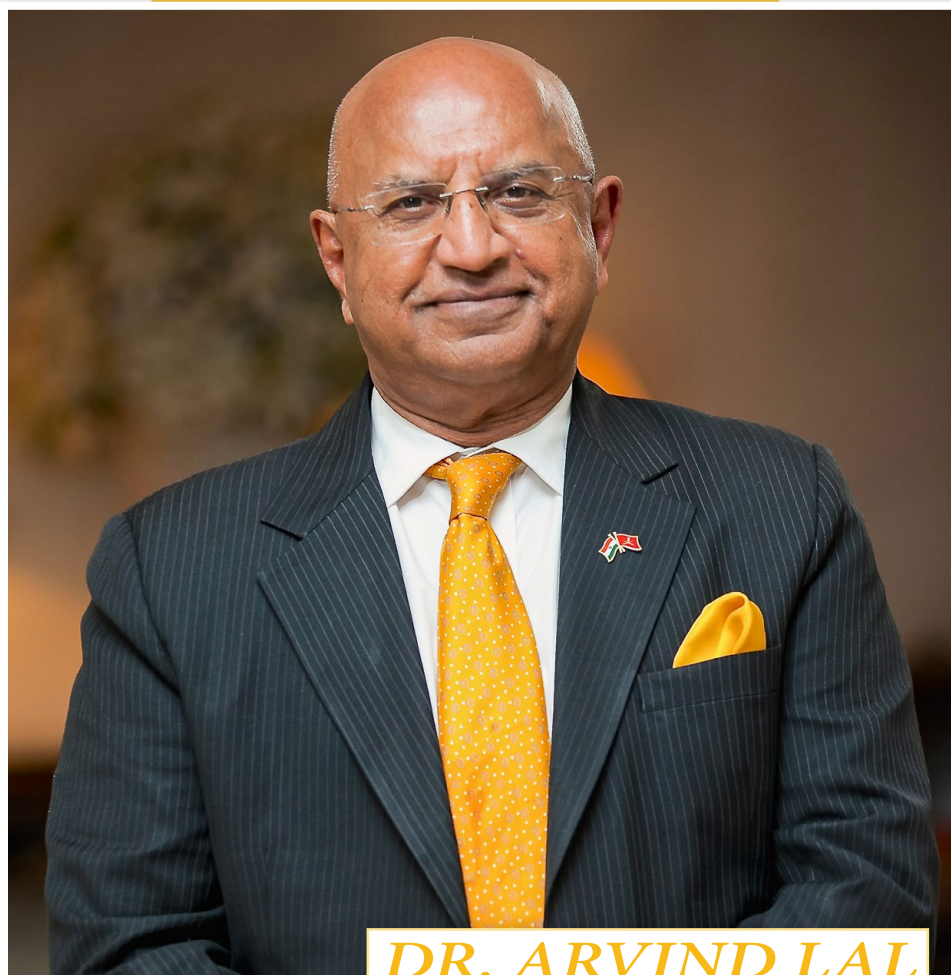
LAL PATH LABS

INDIA'S MOST TRUSTED HEALTHCARE PARTNER

BY MRITYUNJAY-REVOPRENEUR

The year 2020 will always be remembered for the havoc wreaked across the globe. The Covid-19 pandemic has completely changed the way people across the globe think especially from the healthcare perspective. However, amid the pandemic, we just can't overlook the hard work, perseverance and dedication our medical staff have shown throughout the world. The pathological labs have a major role to play in the testing and uprooting of Coronavirus. And it won't be possible without the tried and tested expertise of the most trusted names in the pathology domain. Today, we are going to talk about a world-renowned name in this domain – (Brig) Dr Arvind Lal, Executive Director of Dr Lal Path Labs.

For last many decades, Dr Lal Path Labs has been the epitome of pathology services in India. It aspires to be the most trusted healthcare partner by providing accessible and affordable diagnostic services to people of India, neighbouring countries and other underserved markets in the world. As a leader of Dr Lal Pathlabs, the most important task that Dr Lal has in hand is to set the vision for the organization and motivate teams to scale newer heights every day. Whatever he has achieved so far is due to a detailed research, planning and execution and of course hard work. He always had a fire in the belly that helped



DR. ARVIND LAL
EXECUTIVE DIRECTOR

him pursue his goals diligently. Also, he had a compassion and faith in God. However, the journey has not been a cakewalk; he had challenges ahead to create a high-tech pathology infrastructure all over the country, including Tier-III, Tier-IV and rural surroundings. "I am happy to state that I have been able to achieve a large part of it", rejoices Dr Lal. He has always been receptive of new ideas not just for business expansion but for practically all departments in the organization enabling the firm to think out of the box. "We give all our employees free hand to test new ideas by practically launching them as pilots in market and ramp them up if they fit the bill well", he adds further.

Dr. Lal has revolutionized laboratory medicine by introducing the maximum number of new tests, instruments and ICT (Information, Communications, Technology) systems in India. His R&D unit has done

India proud by developing the latest tests in Molecular Diagnostics, Cytogenetics, Genetics and many more. The aim of the R&D division is to provide highly specialized tests at low cost to the weaker sections of the society.

Finding inspiration from King Janak, the father of Goddess Sita Ji Dr Lal is accredited to having the first PPP (Public Private Partnership) in the field of laboratory testing with the Govt. of Tripura since 2004 and later with Govt. of Gujarat for testing over 30,000 new born babies in 2011- 2012. In 2017, NITI Aayog appointed him as the Convenor of the Working Group on Diagnostics for designing future PPPs.

He is currently the Advisor of FICCI's Health Services Committee and is its outgoing Chairman. Dr. Lal is the former President of NATHEALTH and the Health Services Committee of the PHD Chamber of Commerce. Dr Lal finds his inspiration from King Janak, the father of Goddess Sita Ji. According to him, King Janak was a very intelligent, compassionate, able administrator, equivalent to 10 IAS officers nowadays, who was very successful in running his kingdom especially because of his philanthropic acts.

When it comes to his outside interests, he loves reading about strategic and political implications of acts of our neighbours like China and Pakistan. He is also a keen photographer and interested in spirituality. He is the author of a book "Corporate Yogi: My journey as a spiritual seeker and an accidental entrepreneur". The book was published in 2018 and has received raving reviews the world over and one of the rare books to have been translated into Hindi also. When he is not at work, he reads about strategic affairs, follow

his spiritual penance, exercise and look after his company and help the poor and downtrodden.

Let's know more about (Honorary) Brigadier Dr Arvind Lal, Padma Shri

Brig. Arvind Lal is a pioneer in bringing laboratory services in India at par with the Western world. He is an alumnus of the Armed Forces Medical College (AFMC), Pune, having received his graduate and post-graduate medical degrees from the prestigious institute.

In 1977, Brig. Lal took charge of Dr Lal PathLabs, the medical diagnostics laboratory founded in 1949 by his late father. Under his expert guidance and leadership, Dr Lal PathLabs (LPL) has become one of the most reputed laboratories in Asia having to its credit a record of 32 labs accredited from the National Accreditation Board for Testing and Calibration Laboratories (NABL, Ministry of Science and Technology, Govt. of India). He brought International recognition to the Indian Healthcare Industry in the form of accreditation from the College of American Pathologists (CAP - USA).

Currently they operate nearly 216 labs, including Asia's biggest lab at Rohini, New Delhi with 3,095 collection centres and pick-up samples from another 6,995 medical establishments all over India. They offer 455 Test Panels, 2,537 Pathology tests and 1,961 tests in Radiology and Cardiology. The lab tests over 65,000 patients every day; in 2019 they tested over 19.4 million patients.

Dr. Lal was appointed as the Honorary Physician to the President of India in 2001. He has also been serving as a pathologist to almost all the past and present Presidents' and Prime Ministers of India. His

laboratory is the nodal laboratory testing the largest number of government employees in India from CGHS, ECHS, Ministry of Railways, Delhi Government and many others.

First civilian doctor to be granted an Honorary Brigadier's rank in AFMS He has been invited as the Keynote Speaker at IIM- Ahmedabad and also given talks at the Harvard Business School, USA. In 2016, IIM- Ahmedabad published a Case Study on Dr Lal PathLabs as a part of their teaching curriculum.

Awarded with the Padma Shri in 2009, Dr. Lal is also the first civilian doctor to be granted an honorary Brigadier's rank in Armed Forces Medical Services in 2009.

In 2015, under his leadership his company had one of the most successful IPOs' in the history of the National Stock Exchange. In 2016, All India Management Association (AIMA) conferred on Dr. Lal the 'Entrepreneur of the Year' award. In 2017, Dr Lal was conferred with the 'Lifetime Achievement Award' by Federation of Indian Chambers and Commerce (FICCI). In 2019, Dr Lal was inducted in the prestigious 'Hall of Fame' by the Armed Forces Medical College, Pune. He along with his CEO were awarded the EY Entrepreneur of the Year Award, 2019 in Healthcare. He was awarded the honorary degree of Doctor of Philosophy, PhD, Honoris Causa by Rai University.

Dr. Lal has a golden piece of advice for emerging leaders. He says, "A leader should have the qualities of clarity of mind, have a great amount of energy, should be able to make winning a habit and if he is in healthcare, always remember that the patient always comes first".

TRANSFORMATIONS IN THE HEALTHCARE INDUSTRY IN THE LAST TEN YEARS

In the last ten years, many life-changing transformations have taken place in the healthcare industry. Let's have a look at some of the biggest innovations that have altered healthcare for the better.

Remote monitoring

By means of remote monitoring, patients and their progress can be monitored at all times devoid of utilizing old-fashioned technology or a need of doctor. It has dual benefits. First of all, doctors and nurses can serve many patients at once. Apart from this, patients can leave the hospital earlier and doctors can monitor them safely from afar. This leads to a more comfortable and affordable experience for everyone involved.

Electronic medical records

Ever since the electronic medical records came into being, it has become a lot comfortable for doctors to view and share medical history hassle-free. Due to this, the probability of records getting lost decreases to a greater extent.

Ultimately, it leads to improvement in patient care because the doctor has complete access to the patient's health background, prescriptions and previous care. Apart from this, electronic records also let patients keep track of their medical data.

Telemedicine

When it comes to telemedicine, it comprises remote clinical services where the healthcare provider or doctor communicates virtually with the patient. For instance, appointments with a GP over video call, therapy over the phone, and text messages that reveal medical test results.

The innovations have led to many positive consequences. First of all, access to healthcare has been improved for people who are in distant localities or who face difficulties attending physical appointments.



MAGNETO CLEANTECH

INDIA'S FIRST CERTIFIED AND TESTED BY US-BASED ALG LABS AIR PURIFICATION SYSTEM

BY MRITYUNJAY-REVOPRENEUR

Magneto CleanTech becomes India's first certified and tested by US-based ALG labs air purification system for inactivation of 99.99% Coronavirus

- The product has been certified by ALG Labs, US-based FDA and EPA-authorized group of labs globally acclaimed for antimicrobial testing
- The MCAC is India's first ISO 16890 certified air purification solution that uses proprietary "Trap & Kill" technology to remove the tiniest of microbes, viruses and particles
- The certification exercise was conducted under the supervision of FDA-approved quality assurance personnel, making the product eligible for an FDA certification
- Magneto Central Air Cleaner also meets the recommendation for coronavirus protection by American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHARE) and Centres for Disease Control and Prevention (CDC), a top US health security think tank
- It has been implemented by RBI- Jammu, Hinduja Hospitals, Jindal Group, Taj Hotels and many other organizations



New Delhi, 27 July 2021- In a major breakthrough for India and indeed for the world's ongoing battle against COVID-19, Delhi based Indian air purification technology startup Magneto CleanTech has a unique product/solution called Magneto Central Air Cleaner (MCAC) that can inactivate 99.998% of human coronavirus. It is India's first certified air filtration solution that can not only remove PM 2.5 dust, but also eliminate airborne coronavirus. MCAC has been certified by the ALG Labs, the US-based FDA and EPA-authorized group of labs whose approval and certification often serves as a gold standard in the industry.

From a consumer standpoint, the Magneto Central Air Cleaner can be fitted with any type of air conditioning units including cassette, split or

ducted and can even be retrofitted to pre-installed air conditioning systems. It also comes with optional real-time Air Quality Display and data giving out details of air pollutants, humidity, temperature, etc present in the surroundings.

Matt Cantin, Senior Virologist and Study Director at ALG said, “Complete inactivation of 99.998% of the test virus was demonstrated, and all test control results met acceptance criteria for a valid GLP test.”

Building on and upgrading its product which was first released in 2018, Magneto CleanTech has employed Ultraviolet Germicidal Irradiation (UVGI) disinfection technology in MCAC in order to also neutralize the deadly coronavirus, adding bio-safety to its range of products. As India’s first ISO 16890 (air filtration standard) certified air purification solution, MCAC uses a proprietary “Trap & Kill” technology to obliterate not only the tiniest of particles, as tiny as PM 1.0 and PM 2.5 reckoned extremely dangerous to human health, but also microorganisms responsible for several airborne infectious diseases such as tuberculosis, H1N1 and common cold, among others.

“For long, even before the onslaught of COVID-19, Magneto CleanTech in its earlier avatars has been assiduously engaged in researching and developing technologies particularly in the air cooling and purification space that could make a difference to the real-world problems of people. Magneto Central Air Cleaner is

an outcome of that effort. What’s more, the certification by the much-revered ALG Labs under the supervision of the FDA-approved quality assurance personnel in the US is a ringing testimony to the scientific and technological strength and prowess of our country. That Magneto Central Air Cleaner co-powered with UVGI is the first product in the country offering such a niche and timely solution to the people of India is a matter of pride and honor for all of us at Magneto CleanTech. We are committed to continue to serve our people with our innovative products and solutions for many more years to come,” **said Mr Himanshu Agarwal, the CEO of Magneto CleanTech.**

Apart from certification by ALG Labs, the Magneto Central Air Cleaner solution conforms to the COVID-19 Advisory by the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHARE), an over 60-year old body of professionals advocating safe and efficient use of HVAC systems. Similarly, it also meets the guidelines for coronavirus protection by Centres for Disease Control and Prevention (CDC), a top US health security think tank. Notably, LMS Labs in Minnesota had already tested MCAC for E. Coli, Bacillus and other microbes.

“With this product, we have sought to bring the best-in-class air purification technologies and solutions – that typically exist in the West – to the Indian shores at affordable rates meant for the Indian market. It has been implemented by RBI- Jammu, Hinduja Hospitals, Jindal Group,

Taj Hotels and many other organizations,” **further added Mr Agarwal.**

About Magneto CleanTech

Magneto CleanTech is India’s 1st and only provider of an entire range of certified and patented air sanitization solutions that can eliminate all kinds of viruses (including SARS-Cov-2 where coronavirus belongs), microbes and pollutants from the indoor air. Magneto solutions provide a 99% elimination of viruses and bacteria from any indoor environment including residential, commercial or industrial applications. Magneto Cleantech is a prominent provider of advanced central air-purification technologies for improving Indoor Air Quality to an unparalleled benchmark. They design, engineer, and manufacture central air-purification and air sanitization solutions powered by advanced technologies that destroy nanoscopic microbes and pollutants, including PM 2.5, PM 1.0, bacteria, and even viruses from the indoor air. Magneto’s best-in-class solutions have global certifications, including ASHRAE 52.2 MERV 15, EU’s RoHS, UL 867, UL 1995, GreenPro and GRIHA in addition to certificates from top quality accreditation bodies such as ASTM International, Intertek, Intellectual Property India, NABL and CSIR. In clear recognition of its innovative and landmark solutions, the company has also received several air cleaning technology awards by industry bodies and companies such as iNFHRA, NASSCOM, CBRE, SGS and LMS Technologies, besides many others.

Gynning & Berg - Hittar sig själva



A SPOTIFY ORIGINAL

Gender reveal!

GYNNING & BERG



Gender reveal!

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SWEET BUT PSYCHO

A SPOTIFY EXCLUSIVE

SWEET BUT PSYCHO

med Woodie & Qvist





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GUESS

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