

COVER

STORY Medgate today

Texturing Modern Hospitals

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To revolutionize the concept of modern hospitals in India.

AIROX pledge to deliver new innovative ways to ensure working takes place in safer environment for both doctors and their patients by offering leading edge technology with stronger returns on investment in healthcare sector.

Please elaborate us about your professional journey from BE Chemical to the Airox?

I have passed B.E. (Chemical) from J.N.E.C. Aurangabad in 1997 & M.B.A. (Marketing) from K.J. Somaiya Institute, Mumbai in 2000. Entered in Medical equipment field in 2001 & had association with SIEMENS, Agfa & MAQUET medical equipment companies. This experience has helped me to understand medical equipment and healthcare market. I have launched Airox in 2011, after analyzing the oxygen supply problems faced by hospitals across the India like purity and quality of oxygen, quantity of oxygen supplied, manpower cost involved, loading & unloading of cylinders & evaporation of liquid oxygen. So to take care of all these issues, moving towards automation & to reduce hospital oxygen cost by 60-70%, I have launched oxygen generator under Airox brand. Airox now deals in oxygen generator, Telelift modern hospital logistics solutions, BAROXHBO Ohyperbaric chambers & Wondermed woundhub system for advance and pain free burn and wound treatment.

What challenges have you faced while establishing Airox and tell us about your unique product features?

It was quite difficult to convince hospitals to promote oxygen generator in initial days, the major obstacle was similar technology supplied by competitors never worked properly. The oxygen cylinder and liquid oxygen supplier also tried to confuse prospects on purity issue but after proving our oxygen quality test done by NABL accredited laboratories better than liquid oxygen and cylinders, and our O2 standard as per U.S., European and Indian Pharmacopeias, all their argument failed. Infact our oxygen quality was found to be far better than liquid oxygen, especially the harmful gases content like Co2 & CO in our system was far lesser than cylinder and liquid oxygen.

We started getting good success in end of year 2011 and now we have more than 240+ satisfied customers across the India. We carry 90% market share in private hospital segment. Major corporate hospitals and government hospitals are our customers.

Talking about unique features of our oxygen generator, this product is highly dependent on external environment like temperature, humidity & above sea level installation. Ours is only proven product in Indian environment. We are expert in giving oxygen at consistent purity and constant pressure. We use

dedicated process and sieves, which separates oxygen from air is unique to us and even companies across the globe failed to copy it.

In addition to fantastic product we have excellent after sales service, which result in customer satisfaction.

So by using these systems, hospitals became self sufficient on oxygen & gets lots of advantages over liquid oxygen and O2 cylinders like,

- ♥ Cost saving: Saves 40 to 70% cost on oxygen, which is third major cost in any hospital after Labor and electricity (a 100 bedded hospital spends on an average 17/18 Lakh per annum on oxygen, same cost comes down to 4/5 Lakh Per annum in our system)
- ♥ Safety: System is much safer than liquid oxygen or cylinders. (We have seen fire blast in few hospitals across the India on lower and higher scales due to O2 cylinders), these can be avoided in our system.
- ♥ Saves Space: Can be installed on terrace or any other convenient location acceptable to hospital (Liquid oxygen takes prime space on ground floor, the same land cost goes in few lakhs)
- ♥ No Losses: Liquid oxygen is at -180 Degree C which is given to patient on room temperature which leads in huge heating transmission, evaporation & leakage losses. Our system makes oxygen in Gaseous form at room temperature.