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**K Ganapathy,**  
President-Apollo Telemedicine Networking Foundation,  
Director-Apollo Tele Health Services, Chennai

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## Paradigm shift in market dynamics

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*The challenge before the transfusion services of the country and everybody associated with it is to bridge the gap of demand and supply by improving blood resource management. Sunil Saraf, Executive Director, Remi Elektrotechnik Ltd.*

The blood banking instruments industry is facing perhaps its most serious challenge ever, due to various factors resulting in the need for continuous innovation in technology. Over the last decade, industry dynamics have changed from global player domination to emerging potent Indian players. Increasing acceptance is due to the narrowing gap of technological differentiation and price advantage. The consistent focus on meeting the required demand for state-of-the-art features in blood banking instruments has prompted Indian brands to upgrade their products to international standards. For example - the refrigerated centrifuge market, which was earlier dominated by imported brands, has now been taken over by Indian brands. The Indian brands not only provide all of the quality features, but are also available at one third of the price; similar is the case with blood bank refrigerators and many other types of equipment. To be able to adhere to the world class norms, quality accreditations are taken by blood banks for better quality in their processes.



**Sunil Saraf**  
Executive Director,  
Remi Elektrotechnik Ltd.

A cascading effect welcomes new trends including:

- Making even smaller processes like stripping, standardized by automated stripping and mixing to ensure quality control.
- Moving toward the recent technology of advanced data management techniques by using bar code readers.
- Superlative donor experiences by using state-of-the-art donor couches.

The demand for blood and for health services generally, may continue to grow as society increases its ability to save and improve lives. The challenge before the transfusion services of the country and everybody associated with it is to bridge the gap of demand and supply by improving blood resource management. Besides other important factors like quality equipment for processing, storage of blood, and overall infrastructure within the blood bank, there is a crucial need to integrate the transfusion services in the country to ensure access of blood to remote centers. Hence, cold chain infrastructure, particularly refrigerated transportation, is very important. Now, realizing this need, there are few products available in the market incorporating technologies like active refrigeration on the move. These are mobile refrigerated transportation boxes which are capable of maintaining a wide temperature range from -24°C to +25°C, with temperature display and an audio-visual alarm system. These boxes can work on 100-240 Volts AC, and can be easily connected to vehicle batteries requiring operating voltages of 12-24 Volts DC.

The sector has become more dynamic than ever, and has opened newer opportunities for both international, as well as domestic players, which may definitely bring in more value to the customers. The blood banking sector will become a dominant force to reckon with in the Indian healthcare industry.

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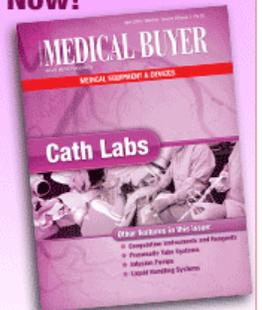
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