

## SMT succeeds in bagging one more tender in Italy

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### Major contract to supply stents to Italian public hospitals



India's leading medical device firm Sahajanand Medical Technologies (SMT) has bagged second tender through its Italian partner Eukon in Sicily region, Italy.

After the scrupulous assessment of the product quality, SMT's Supraflex stent was amongst the top 4 out of the 20 products to win the tender. The tender is to supply more than 7000 stents to 15 public hospitals in Sicily region over the next two years from the beginning of 2019.

This is the second successive tender won by SMT in Italy; first tender was bagged for the Emilia Romagna region to deliver approximately 10,000 of its 'Supraflex' stents. SMT has successfully commercialized the Emilia tender. By qualifying for the Sicily tender SMT has successfully demonstrated its ability to compete with the best in the world for its drug-eluting coronary stents.

"We have designed a strong growth plan and we are thoroughly living it!" said Gennaro Broya de Lucia, EUKON Sales Manager. "The combination of a great product like Supraflex along with an experienced and dedicated sales team has been the main driver for this market acceptance" he added. "Supraflex has proved to be a great product" he further continued, "We have seen good product appreciation from our customers and the market response has been incredible. SMT is a great partner with a responsive and structured marketing, sales and quality control team. We are proud to have partnered with SMT"

Gaurav Goel, Head of Western Europe Operations, SMT explains, "Italy is one of the most rapidly growing market and we see it as an important territory to strengthen our presence in Europe. We are glad to know that the medical fraternity in appreciates our product quality. Our aim is to provide holistic 360° service to our customers starting from first contact to post sales along with continuous clinical evidence generation"

Supraflex, a cardiac drug eluting stent designed and manufactured in India not only proved to be at par in safety as compared to Abbott's Xience but also 61% better in efficacy in an investigators-driven multicenter European randomized controlled

study called 'TALENT'. The findings of the TALENT trial were presented at the 'late breaking trial session' at Transcatheter Cardiovascular Therapeutics 2018 (TCT), the largest global conference of cardiologist in San Diego, USA by a globally renowned cardiology researcher, Prof. Patrick Serruys.

Supraflex has advanced features like biodegradable polymer and ultrathin strut (60µm) thickness. It is available in 65 countries across the world and is the largest selling drug eluting stent of SMT (Sahajanand Medical Technologies), India's largest stent manufacturer.