BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

# â??Our products offer 24/7 real-time monitoring of the temperature conditionsâ?•

11 February 2022 | Interviews

**B Medical Systems, a global leader in medical cold chain solutions, headquartered in Luxembourg, has inaugurated its new Indian manufacturing facility in Mundra, Gujarat with an investment of over Rs 100 crore. This facility is the companyâ??s first-ever manufacturing facility outside Europe and is expected to generate hundreds of employment opportunities in the Kutch region. In conversation with BioSpectrum, Jesal Doshi, Chief Executive Officer, B Medical Systems India reveals the plans.**



**How do you intend to approach the Indian market and establish a position?**

India is a critical part of our global strategy. B Medical Systems India was established in early 2021 after we received the invitation from the Hon. Prime Minister of India Narendra Modi to establish a production facility in India to support the country's immunization efforts. We all are honored with the opportunity and we will ensure that India has access to the best in class medical cold chain equipment. Our differentiation is that we bring very reliable and innovative medical-grade cold chain solutions into the market along with 24/7 real-time monitoring systems. This along with our 40+ years of experience in delivering unbroken cold chain across the world is what we are bringing into the country and I am sure this will definitely help us in achieving a strong position in the country. Via our direct sales network and through our distributors we will ensure that the entire country has access to our products.

**What are the products being manufactured in the facility? What is so unique about these products?**

We are manufacturing vaccine refrigerators/freezers and vaccine transport boxes in the initial phases and will expand the product portfolio slowly. Our products are known for their reliability and superior performance across the world. These products have been working successfully for years across some of the most hostile conditions on earth, e.g. health centers in the middle of deserts, in Amazonian rainforests, extremely cold locations, etc. Some of our units are also known for their versatility. We have units that can work as a vaccine refrigerator, vaccine freezer, and ice-pack freezer. Our ultra-low freezers can support a wide range of storage conditions from as low as -86°C to -20°C. These products are all certified medical devices. Another unique aspect of our products is that it offers 24/7 real-time monitoring of the temperature conditions in which vaccines and other temperature-sensitive specimens are stored and transported.

**Who is the intended target audience- which sectors?**

We serve all the customers who need a medical cold chain to store and transport temperature-sensitive specimens like vaccines, medicines, blood and blood components, etc. This covers the public sector (including national and state immunization programs etc) and also the private sector like pharma companies, clinics, doctor's offices, laboratories, hospitals, blood banks, etc.

**Can you tell me about all of their partnerships?**

We have partnerships with several leading pharma players like Dr. Reddy's, 1mg, Serum Institute of India, etc. We have a Memorandum of Understanding with the Adani Group, Spicejet, etc. We are also working closely with several hospital chains in the country.

**What is the facility's capacity?**

The facility has an annual production capacity of 100,000 units of medical cold chain products such as vaccine refrigerators, freezers, and transport boxes, which can also be quickly scaled up based on demand.

**Can you tell me about your hiring plans?**

The facility in Mundra is expected to generate hundreds of employment opportunities in the Kutch region and we are proud to announce that most of the workforce on the factory floor is comprised of women. We have our corporate office in Mumbai and have recently opened one more office in Ahmedabad. We also have plans to open offices in other parts of the country. All these will generate more employment opportunities. In general, we are looking at significant hiring across the country.

**What are the manufacturing unit's marketing plans? What would be the sales target for 2022?**

The manufacturing facility will cater to all the demands of India’s healthcare sector. We are proud to be contributing to Make in India and Atmanirbhar Bharat Mission.

**What are the company's future plans?**

We are committed to bringing to the world, innovative and sustainable cold chain solutions, that offer reliable and efficient storage and transport solutions for all types of temperature-sensitive specimens. We will continue to do so in India also. Our new manufacturing facility that was inaugurated last month is a testament to our commitment to the Indian market. We plan to further expand our commercial activities in India and will increase our production capacity also in the near future.

---

Dr Manbeena Chawla

(manbeena.chawla@mmactiv.com)