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Pluss Advanced Technologies enhances availability of neonatal cooling device 'MiraCradle'

17 July 2023 | News

UK-based The Rodnight Partnership ties up with India's Pluss



UK-based The Rodnight Partnership has announced a partnership with Gurugram-based Pluss Advanced Technologies, to enhance availability of 'MiraCradle', a unique neonatal cooling device in the Middle East, Africa and South East Asia markets.

MiraCradle is the world's first non-electronic, portable device based on Phase Change Materials (PCMs), developed in partnership with Christian Medical College, Vellore.

The MiraCradle neonatal cooler is an affordable passive cooling device that uses advanced phase change material (PCM) technology to induce therapeutic hypothermia among newborns suffering from birth asphyxia. MiraCradle can bring the much-needed hypothermic therapy to neonates through affordable passive cooling at a fraction of the price as compared to alternate active cooling methods.

"Our partnership with The Rodnight Partnership will further drive the market penetration of the life-saving technology of this product throughout Africa, the Middle East, and Southeast Asia. Their knowledge of the neonatal market and the relevant channels will allow us to vastly increase the speed with which we can serve these markets with high need potential," said Udit Mangal, Vice President & Business Head-Lifesciences, Pluss Advanced Technologies.