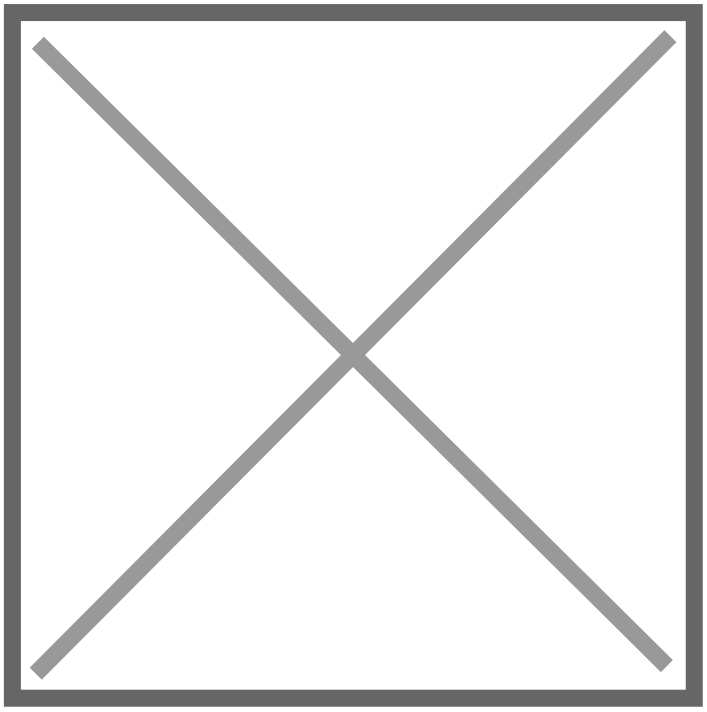
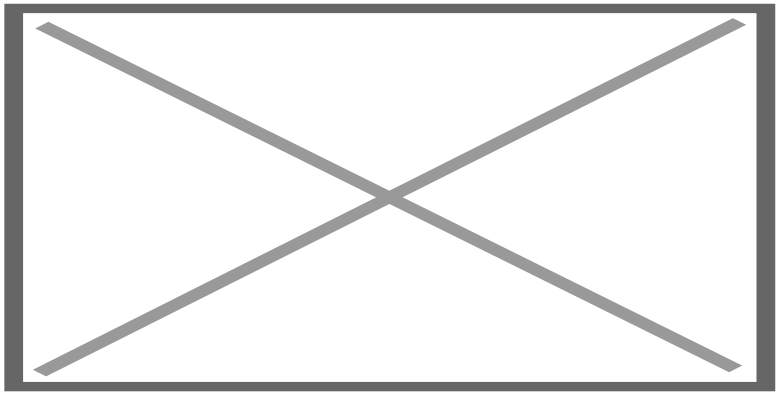
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14 July 2006 | News





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Wipro BioMed is India's only biomedical, health and life science service provider offering integrated products, services and solutions.

Wipro BioMed is the healthcare and life sciences focused business division of Wipro Ltd. It is India's only industry player which addresses both healthcare and life sciences customers offering integrated products, services and solutions focused on the domestic market. Built on over 17 years of industry experience, Wipro BioMed has more than 2000 customers in diagnostics, life sciences and medical systems. Its customer profile spans hospitals, life sciences labs, CROs and diagnostics chains.

Wipro BioMed has five businesses Ã¢â?¬â?? life science group, diagnostics system group and medical systems group, professional services group and specialty products group. The company has developed expertise in consulting, deploying, servicing and backup of diagnostics, life sciences and medical devices. It has strong partnerships with leading technology providers and a number of alliances.

Some of its best of breed, alliances include Vital Scientific, Instrumentation Laboratory, Partec, Promega, Fujinon, Adaltis, and Alfawasermann TTP LabTech, Ciphergen, Alpha Innotech, Fluidign, Hamilton)among others. A significant strategy Wipro BioMed adopted this year was to launch its own brand LabLife, with a range of diagnostic equipments and reagents. Products launched thus far include reagents and equipments, an automated haematology analyzer, ELISA washer and reader, equal performance reagents and open platform reagents in biochemistry and haematology. The philosophy of Wipro LabLife is to provide clinical labs and hospitals with cost efficient solutions that lower the cost of patient care. LabLife has Wipro BioMed's quality assurance, LifeQ, value addition through quality assurance with a laboratory that has facilities for testing each and

every batch of reagent before it reaches the customer.

In life sciences, Wipro BioMed has adopted solutions based approach to life sciences business with focus on proteomics and genomics products. The categories include fluorescence imaging, micro array scanner for proteomics and genomics, flow cytometer, protein crystallography, high content screening, detection systems and high through screening systems.

In medical business, it partners with Fujinon to market cutting edge technology range of flexible endoscopes like Double Balloon technology. So far, there are 8 installations of Double Balloon. It currently has four fully working Fujinon service centers with ability to resolve technical issues on all Fuji scopes.

In services, Wipro BioMed offers complete lab management services under the brand name LifeServe that includes product support services, customer service outsourcing, facilities management, manage labs and project consultancy. The services business accounted for 6.02 percent of the company's revenues for the year 2004-05 that went upto 6.58 percent in 2005-06.

Wipro BioMed has over 2000 customers and more than 150 distributors across the country. These distributors are managed through a unique initiative called DistinctLife. An innovative remote support operation, D-RoC for distributor contact, support and delivery based out of Bangalore supports the DistinctLife program. It has more than 400 active service contracts and a highly skills service and support team. Wipro BioMed is also one of the few companies in this industry to have a central IT enabled call center that works as the nerve center for customer interactions.