

## Bausch + Lomb enters partnership with Bosch India

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Bausch + Lomb entered into a partnership with Bosch. This cooperation brings together leading providers of eye care solutions and technology in India and SAARC region, to market technological advanced diagnostic devices in the ophthalmic segment. Bausch + Lomb will market Bosch's innovative digital Fundus camera - a compact retina camera, with special software that can detect conditions such as cataract at an early stage.

Post signing the partnership, Mr Sanjay Bhutani, MD, India and SAARC, Bausch + Lomb, said, "Our partnership with Bosch is in line with our strategic expansion plans. With this collaboration, Bausch + Lomb will further strengthen its portfolio in the ophthalmic diagnostic devices market. Being a leader in the eye-care industry, this alliance will enable us to leverage our distribution strength to supplement growing market of eye care solutions."

"To collaborate with 'Bausch + Lomb' is a motivating prospect as the company is renowned for its contribution to the eye-care field", said Mr Vijay Ratnaparkhe, MD, Bosch Engineering and Business Solutions. "At Bosch, we look to leverage this partnership as it would help us reach out to a larger population and thereby prevent the incidence of avoidable blindness and vision impairment in the country. Our constant endeavor is to leverage our technology expertise to develop innovative solutions that address the healthcare needs and challenges across countries."

Digital Fundus eye camera operates on a rechargeable battery, thus making it lightweight and portable. The findings from the Fundus eye camera can be shared over tele-medicine using the MediBilder software. The automated detection algorithm can detect and mark conditions like diabetic retinopathy or glaucoma. These features allow for comprehensive eye screening at primary level and ensure better point of care services. In addition, the modularity of the device allows wider coverage of

diseases apart from that of the retina.

"Bausch + Lomb will continue to set new standards in eye-care by providing innovative technologies that help people see better", said Mr Premal Pandya, commercial director - ophthalmology and aesthetics, Bausch + Lomb, India.

"The partnership with Bausch + Lomb ties in well with Bosch's approach, as we look to create newer markets. This also includes sensitizing people about the problem of preventable blindness which has assumed disproportionate statistics in India," commented Mr Dattatri Salagame, VP-strategy, innovations and new business, Robert Bosch Engineering and Business Solutions, India.