



PANORAMA

EDITION Q2 2016-17

CONTENTS

➤ EDITOR'S PAGE	PAGE No. 3
➤ MD'S DESK	PAGE No. 4
➤ HALF YEARLY SALES SNAPSHOT	PAGE No. 5
➤ CHIT CHAT SESSION WITH DR. DINESH SHARMA	PAGE No. 6
➤ MARKET ACTIVITY UPDATE	
• REGIONAL CONFERENCES	PAGE No. 8
• KOL'S MEET AT BALI & CLINICAL STUDY UPDATE	PAGE No. 10
• CONTINUED MEDICAL EDUCATION	PAGE No. 11
• PRESS MEET IN INDIA ON VIVINEX	PAGE No. 12
• INDIA- THE LEADING EMERGING COUNTRY IN HSO	PAGE No. 13
• 5TH ANNUAL GENERAL MEETING	PAGE No. 14
➤ HAPPENINGS AT HMIN	
• Q2 AWARD WINNERS	PAGE No. 15
• PROMOTIONS IN HMIN	PAGE No. 16
• BABY BORN	PAGE No. 17

FROM THE EDITOR'S DESK



Dear Colleagues,

The Q2 of 2016-17 had been quite eventful. In this quarter, HMIN was a part of a numerous activities, ranging from conferences to meets and press interactions. Each of the activity provided us an opportunity to advance HOYA Surgical Optics on various fronts, apart from learning and rejoicing, in every moment. It's time to review & revisit our mid-term MBO's to align with HMIN/HSO goal of the year 2016-17.

The preloaded IOL iSert Vivinex also received an over-whelming response in the market. The advanced technology used in the IOL was well received by the doctors and surgeons. A chit chat session with Dr. Dinesh Sharma has been featured in this edition of Panorama, in which he has highlighted his personal experience of using our latest product.

I feel privileged to bring forward this edition of Panorama, which carries with it tonnes of news and updates.

Thanks,

Baljeet Sharma



FROM THE MANAGING DIRECTOR'S DESK



Dear All,

We have successfully crossed the half way mark with achievement of 106%. Grown significantly YoY in revenue as well as units -over 130% plus. Congratulations to All of You for very consistent and predicable result. Special thanks to the Q2 award winners for their outstanding performance:

1. Ms. Neha Sharma- Senior Executive Accounts
2. Mr. Dominic Joss- Key Account Manager

We have achieved this despite of many challenges, both internal and external, particularly the IOL's inventory issues, delay in launch of Vivinex & aggressive pricing offer from the competitors.

We are now in the process of embarking on 2nd and better half journey of year 2016 with launch Of Vivinex in India market. We are going to raise the bar again with Vivinex– New Material, New Design & New delivery system– setting new standard in IOL industry.

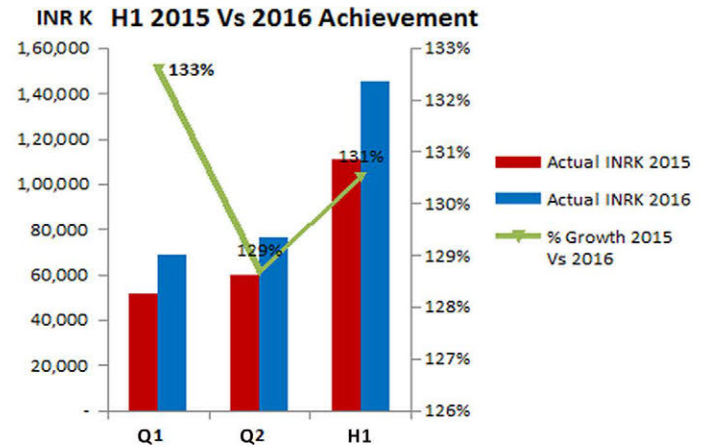
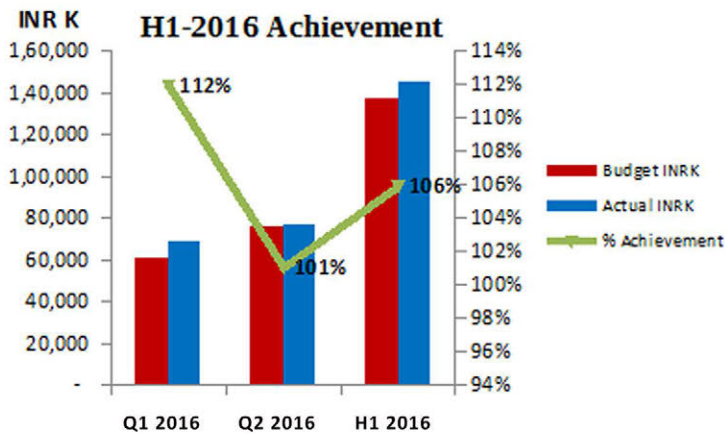
Secret of getting ahead is getting started–“SOAR with VIVINEX”. All the very best for Q3 wonderful result in advance.

Warm Regards
Mukesh



HALF YEARLY SALES SNAPSHOT

HMIN BUSINESS GROWTH H1 2015 VS 2016



- H1-2016 achievement is 106% and Growth YoY is 31%

- **Participated in Conferences & CMEs:** APACRS, MM Joshi, Sankar Nethralaya-Chennai, Focus 2016, ISCKRS-Dehradun, CME at AIIMS, Reflective 360D at LVPI Conference, Kerala CME.

- **Vivinex Press Meet:** Eastern India: Shri Balaji Netralaya (Dr Shashi Mohanka), Western India: Anand Eye Hospital (Dr Sonu Goel), Northern India: Amritsar Eye Hospital (Dr. Dinesh Sharma) Dehradun, (Ishwar eye Hospital) Dr. Chekitan Singh-Rohtak.

Qtr	Budget INR K	Actual INR K	% Achievement
Q1-2016	61,098	68,397	112%
Q2-2016	75,824	76,575	101%
H1-2016	136,922	144,972	106%

Qtr	Actual INR K 2015	Actual INR K 2016	% Growth 2015 Vs 2016
Q1	51,580	68,397	133%
Q2	59,499	76,575	129%
H1	111,078	144,972	131%



CHIT CHAT SESSION WITH

DR. DINESH DHARMA



Dr. Dinesh Sharma is an accredited surgeon for blade-free femtosecond laser cataract surgery, amongst a handful of those in the country. With years of experience in so many super-specialities of ophthalmology, Dr. Dinesh Sharma handles a large variety of cases not only in the out-patient department, but also in the operation theatre.

We got an opportunity to go face to face with him and were able to extract out his personal hands on experiences of using the new Vivinex IOL.

He worked with the Punjab Medical Services for 5 years and later migrated to Dehradun where he established Amritsar Eye Clinic in 1987. He is an accredited cataract surgeon. Operating cataracts with lens implants since 1983, he is one of the pioneers in this field. Till date, Dr. Dinesh Sharma has performed more than 45000 cataract extractions. Under his leadership, refractive surgeries are being successfully performed at A.E.C. since 1999. Associated with many charitable institutions throughout his career, he has operated thousands of patients free of cost even at faraway places like Varanasi.

He has presented a number a research papers in Europe and Southeast Asia on Micro-Incision Cataract Surgery (MICS) and refractive procedures.

1.

Tell us about your experience with our new product- Vivinex iSert?

Implantation of Vivinex is altogether a new experience. It was a wow experience. The unfolding of Vivinex is very smooth and optimal. Post operative outcome is excellent.

2.

How do you think that this product will impact the Indian Ophthalmology Industry?

In cataract surgery many innovations have happened. Most of the innovations happened in equipment. Today, we have the best of best technology in equipment. Unfortunately since more than a decade the innovation was limited in Intraocular lens, especially in material. Vivinex is altogether a new material with surface modification to almost nullify the effect of PCO.

3.

Vivinex iSert has been launched for the first time in India. According to you, what is the scope of this product in the future?

Currently Vivinex is available in Monofocal range. We would expect that the same platform would soon be available in Toric and multi focal.

4.

What are the benefits that you have got by using the Preloaded Vivinex iSert IOL, over the traditional IOLs?

Preloaded is always a better option as it is more safe. I personally like iSert preloaded system because of predictability. Vivinex iSert is raising the bar as it allows you to go inside the wound with sub 2 mm incision.

REGIONAL CONFERENCES

1. ISKCRS was organized on 13th and 14th August, 2016. HMIN Participated in the conference with a stall at a premium location. All the chairs in the main hall were covered with the Vivinex Chair Cover, helping our company to get an unmatched presence. A Scientific Presentation was given by Prof. Titiyal on Vivinex, in which he also covered a Live Surgery that was done by using Vivinex.



2. Bombay Ophthalmic Conference

HMIN participated in the Bombay Ophthalmic Conference, which was held from the 19th to the 21st of August, 2016. We showcased our new launch through our stall, at premium location.



REGIONAL CONFERENCES

3. Refractive 360 LVPEI

Dr D Ramamurthy gave a scientific talk on Vivinex, in the Refractive 360 LVPEI, which was organised on 19th to 20st August.



4. Chandigarh Ophthalmic Conference

The Chandigarh Ophthalmic Conference, which was organised on 27th and 28th August, 2016, saw the participation of HOYA Medical India with complete enthusiasm. The stall was placed at a premium location.



KOL'S MEET AT BALI

4. KOL's Meet at Bali

HOYA Surgical optics was a part of the 29th APACRS, which was held in Bali, Indonesia. In conjunction with the local organizing partners, the Indonesian Society of Cataract and Refractive Surgery (INASCRS) and Indonesian Ophthalmologists Association (PERDAMI), planned a very special meeting in the beautiful tropical island of Bali. Dr Haldipurkar gave a presentation on his study, related to the design of our lens.

HOYA Surgical optics also organized a dinner in APACRS 2016, inviting various national and international surgeons. We were also pleased to have Mr. Mads Anderson with us.



CLINICAL STUDY UPDATE

An update on the results of the Clinical Studies, is given below:

- **ABC STUDY AIIMS:** 72+ patients enrolled. The initial data displayed promising results. 22 Patients showed coma less than 0.2 micron, with more angle alpha ($>0.4\text{mm}$).
- **ABC STUDY LEI:** It was a Retrospective study with 50 Patients. The mean value of comma with more than 0.4mm decentration is 0.086μ In Clinic Marketing.
- **COUNSELLOR TRAINING** was carried out at Eye Q, Vasan Eye Care.
- **MOBILE CHARGER STATIONS-** 52 Mobile Charger Stations were installed PAN India!

CONTINUED MEDICAL EDUCATION (CME'S) CONDUCTED BY HOYA INDIA



**PARTICIPATION IN THE M.M.JOSHI CME WITH A STALL,
LIVE SURGERY USING VIVINEX & A TALK ON VIVINEX BY DR. SATHYAMURTY**



**DR. DEBASHISH BHATTACHARYA PRESENTING
AT CME AT KOLKATA ON IOL**

**COUNSELLORS TRAINING
IN JAIPUR**

**COUNSELLORS TRAINING SESSION
IN VASAN EYE HOSPITAL, UDAIPUR**



**DR. KAPIL VOHRA DELIVERING AN EFFECTIVE TALK ON VININEX IN
HARYANA OPHTHALMOLOGICAL SOCIETY, ROHTAK**



PRESS MEETS IN INDIA ON VIVINEX

होया के लेंस से दूर होगी मोतियाबिंद के मरीजों की परेशानी : डा. दिनेश शर्मा



समस्या से उन्हें परेशानी का सामना करना पड़ता है। इसी समस्या से निजात दिलाने को लेकर उदरग्रहण में पहली बार ऐसे लेंस की शुरुआत की गई है। उन्होंने बताया कि देहरादून के अग्रतार अर्द्ध-वर्तिका में इस लेंस की शुरुआत कर दी गई है। उन्होंने कहा कि मोतियाबिंद के मरीजों के लिए यह लेंस चयन साबित होगा।

लेंस निर्माता कंपनी होया समूह के प्रबंध निदेशक मुकेश सिन्हा ने कहा कि होया बाजार में प्रीलोडेड लेंस को लाने वाली पहली कंपनी है। हम लगातार परंपरागत लेंसों की तुलना में प्रीलोडेड लेंस के उपयोग से सूखा, कठरा विकसन-वन्ता जैसे फायदों से नेत्र विशेषज्ञों का अवगत करा रहे हैं। प्रकृतिक जगत में केंचुके के मैनेजर निशांत राय, समूह के उपाध्यक्ष विवेक विकास चावुली भी उपस्थित थे।

मोतियाबिंद के इलाज में नई तकनीक का प्रवेश

The launch of the Preloaded IOL iSert Vivinex, was carried out in India with a bang. HMIN was a part of numerous press conferences, where the new product was covered by various reputed media houses. Eminent doctors, surgeons and ophthalmologists attended these meets and gave the product a good reception.



विविनेक्स लेंस से मोतियाबंद मरीजों का इलाज आसान



अधिकारी को मांगपत्र सौंपा है कि उनके बेटे का रोहतक पहुंचने पर स्वागत किया जाए।

ईश्वर आई सेंटर में डाला लेंस

रोहतक। शहर के ईश्वर आई सेंटर में मंगलवार को होया कंपनी की ओर से नए लेंस का इन्वोगेशन किया गया। डॉ. चैकीतान ने बताया कि इस लेंस में झिल्ली होने की आशंका कम हो गई है, साथ ही लेंस में रोशनी की गुणवत्ता बढ़ी है। 70 वर्षों से अधिक समय से यह कंपनी ऑप्टिकल टेक्नोलॉजी में कार्यरत है। अभी तक प्रदेश के किसी भी अस्पताल में यह लेंस नहीं डाला गया। ईश्वर आई सेंटर ने यह उपलब्धि हासिल की है।

जानकारी देते कंपनी के मैनेजिंग डायरेक्टर मुकेश सिन्हा व सेंटर संचालक डॉ. चैकीतान।

हरिभूमि न्यूज, रोहतक

आंखों में मोतियाबंद के मरीजों के लिए झंग कॉलोनी स्थित ईश्वर आई सेंटर में विविनेक्स लेंस का प्रबंध किया गया है। जिसमें आंखों में मात्र 1.8 इंच की जगह में ही डाला जाएगा। अभी तक मोतियाबंद का आंखों में कम से कम दो इंच जगह बनाकर ऑपरेशन किया जाता था। खास बात है कि इस लेंस को बिना छुए तकनीकों के प्रयोग से सीधे आंखों में डाला जाएगा। मंगलवार को कंपनी के मैनेजिंग डायरेक्टर मुकेश सिन्हा ने लेंस का सेंटर में उद्घाटन किया। साथ ही लेंस की बायीं ओर से अवगत करवाया। सेंटर संचालक डॉ. चैकीतान ने बताया कि इस लेंस से झिल्ली होने की संभावना बहुत ही कम है। इस लेंस से रोशनी की गुणवत्ता भी अधिक है। कंपनी से बिल्कुल पैक आता है। उन्होंने बताया कि अक्सर अन्य ऑपरेशन के कुछ समय बाद

ईश्वर आई सेंटर में विविनेक्स लेंस का प्रबंध

ही झिल्ली का मोटा होना शुरू हो जाता है। जिसके मोटे होने से उसे साफ करने में काफी परेशानी आती है। जिससे दिखाई देने में काफी परेशानी होती है।

इसी समस्या को ध्यान में रखते हुए विविनेक्स लेंस का प्रयोग करने के बारे में सोचा गया है। इस लेंस के प्रयोग के बाद झिल्ली मोटी नहीं होगी, साथ ही इसकी शक्ति सालों साल तक रहेगी। इसी समस्या के निवारण के लिए विविनेक्स लेंस का प्रयोग होने लगा है। जोकि पूरे हरियाणा में सिर्फ रोहतक में ही है। जिससे शहरवासियों को काफी बड़ी सौगात मिलेगी। इस मौके पर डॉ. ईश्वर सिंह, अजय कुमार, राजेंद्र सिंह फौगट, विनोद व संजय भगवान उपस्थित रहे।



INDIA- THE LEADING EMERGING COUNTRY IN HSO

In 2016, India's economic growth accelerated to 7.9 per cent in the first quarter, widening its lead over China and confirming the country's status as the world's fastest expanding large economy and the most dynamic market.

HMIN team members met over a discussion with Mr. Salim, Director, Global Strategy and Business Development, who was at a 2 day visit to India. The meeting was carried over at the HMIN Delhi office and several insightful discussions took place, highlighting the Indian market and how it is providing several opportunities for business growth and development.



5TH ANNUAL GENERAL MEETING AT HMIN

The 5th Annual General Meeting was organized in Q2. The meeting was attended by our MD Mr. Mukesh Sinha, along with Anurag Gupta, Accounting Manager. Apart from India, Mr Gunther Brunchanski also came for the AGM. Various factors were discussed in the meeting and it concluded successfully.



Q2 AWARD WINNERS

*"Winning is not everything,
but the will to win is everything."*

-Vince Lombardi

We congratulate Ms. Neha Sharma and Mr. Dominic Joss for winning the Quarterly Support Staff (Back Office) and Sales Award respectively.

BACK OFFICE

SALES



MS. NEHA SHARMA



MR. DOMINIC JOSS

PROMOTIONS IN HMIN

Promotions play an important part not only in the advancement of an individual, but also of the organization as a whole. HMIN saw several of its team members promoted in the 2nd Quarter. The promotions were based on merit and provided the achievers a great boost in their morale and spirits.



NEHA SHARMA
(Senior Executive)



SHANKAR CHATTERJEE
(Manager Govt. Business)



ANUP DEY
(Supply Chain Manager)



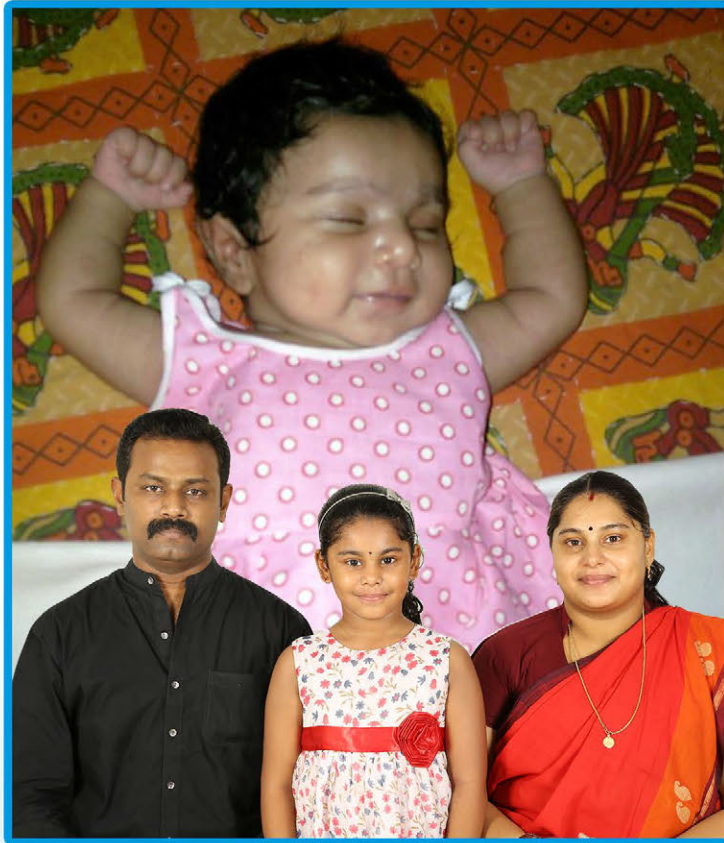
Nishant Roy
(Key Account Manager)



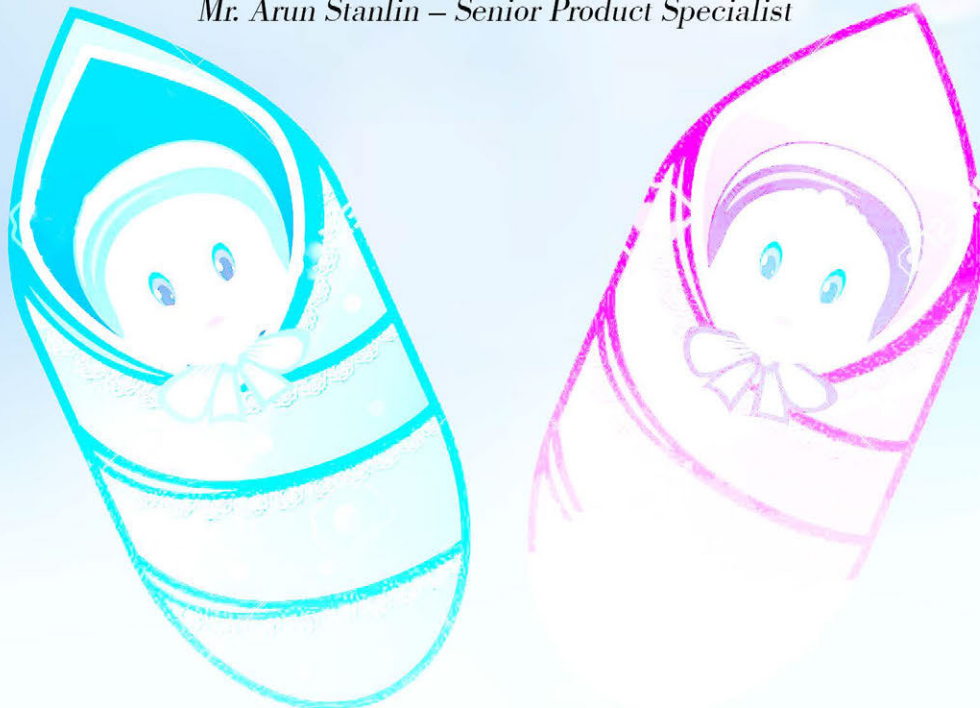
Rajat Chatterjee
(Key Account Manager)

BABY BORN

One of the team member of HMIN, was blessed with a baby this quarter.
HMIN shared the joy of this beautiful moment.



The happy parents with their cute baby!
Mr. Arun Stanlin – Senior Product Specialist





**TEAMWORK IS THE ABILITY
TO WORK TOGETHER TOWARDS
A COMMON VISION.**

**IT IS THE FUEL THAT ALLOWS
COMMON PEOPLE TO ATTAIN
UNCOMMON RESULTS.**