



Allied Medical Ltd envisions a transformative journey, revolutionizing healthcare via advanced technology, fostering global impact, and redefining medical innovation for a healthier world.

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Global expansion and healthcare enhancement – A glimpse into AML's vision

Aditya Kohli

Allied Medical Limited (AML), founded by visionary Dr Vinod Kohli (MBBS, FFARCS) in 1982, stands at the forefront of the medical industry, pioneering the production of life-saving medical devices. With a sprawling two lac square feet of shop floor area, AML boasts the largest and most modern manufacturing facility in India dedicated to crafting critical medical equipment. The company's excellence has been acknowledged by the Indian government, as it stands approved under the prestigious Product Linked Incentive (PLI) scheme, a testament to AML's commitment to supporting indigenous medical manufacturing capabilities. At the heart of AML's mission lies the drive to deliver advanced, yet cost-effective, medical solutions to both the Indian and global markets. Recognizing the critical role of innovation, AML has strategically established Research and Development centers in both India and the United Kingdom (UK). This international presence allows the company to tap into diverse perspectives and expertise, ensuring the continuous evolution of their product offerings to meet the ever-changing demands of the medical industry. The company's commitment to quality has been unwavering throughout its journey, earning AML the ISO 9001 and ISO 13485 accreditations for the last two decades. The availability of technologically advanced medical equipment at economical prices is a game-changer for India's healthcare landscape. High-quality medical equipment is often associated with high costs, making it challenging for healthcare facilities in Tier-II, Tier-III cities, and rural areas to access such technology. By offering these products at affordable prices, AML helps bridge the gap and democratize access to quality healthcare equipment.

By manufacturing the equipment domestically, AML offers local service and support, leading to faster response times for maintenance, repairs, and technical assistance. This enhances customer satisfaction and reliability, further differentiating them from international competitors. Increasing revenue and profitability is a common goal for all companies. AMLs aim to expand its customer base, enter new markets, launch new products or services, and improve their sales and marketing strategies. We want to expand our market presence regionally, nationally, and internationally. This will be achieved by forming strategic partnerships or

targeting specific demographics. We are investing more and more in research and development activities to create new and innovative products or technologies so that we can stay ahead in the market. For efficient and competitive presence in the market, we are in the process of streamlining all operational processes, cost-reduction, and optimizing internal. We want to build strong relationships with customers and improve customer satisfaction that will lead to increased loyalty, repeat business, and positive word-of-mouth referrals.

The establishment of a large manufacturing plant has significantly increased the production capacity of life-saving medical equipment. This means that a higher volume of critical medical devices, such as ventilators, defibrillators, infusion pumps, and anesthesia machines, are getting produced to meet the growing demands of India's healthcare system. With increased production, there is an improvement in the accessibility of life-saving medical equipment across various healthcare facilities in India. This is crucial in rural and underserved areas where access to advanced medical devices might be limited. A large-scale manufacturing plant has opened opportunities for exporting life-saving medical equipment to other countries. This has contributed to India's economic growth, and also helped address medical equipment shortages in other regions. A significant expansion of R&D activities because of this facility is the key for technological advancements in medical equipment design and functionality. With increased investment in research and development, Allied medical has potentially developed cutting-edge medical devices with improved performance, safety, and usability.

AML's global presence is evident through its entry into various markets. In Africa, including Kenya, Ghana, Zimbabwe, and Nigeria, AML's move demonstrates a commitment to bettering healthcare standards by supplying vital medical equipment. This aids healthcare facilities in effectively addressing medical challenges. In the Middle East – Kuwait, Bahrain, Iraq, Libya – AML's reputation for quality and innovation has solidified its status as a dependable medical partner. Expanding into Southeast Asia – Thailand, Indonesia, Laos, Myanmar – AML focuses on tailored solutions to address unique healthcare issues, showcasing its expertise. AML's reach extends to Tanzania and Russia, where its medical devices contribute to healthcare infrastructure advancement. ■