

J Mitra receives recognition at Global Healthcare Excellence Awards 2019

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India's leading in-vitro diagnostics company, J Mitra & Co has been awarded for Innovation & Research in Healthcare at the 7th Global Healthcare Excellence Awards 2019 held in Delhi. This prestigious award was given out to J Mitra & Co by the Minister of State for Health and Family Welfare Ashwini Kr Choubey.

J Mitra & Co is a research-based biotechnology company that has been driving innovation in the healthcare (diagnostics) space since 1969. With over 55 patents to its credit which is the highest in its segment, J Mitra and Co has been constantly innovating to bring cost effective potent solutions for the global healthcare industry.

J Mitra's latest innovation is India's first portable diagnostic solution - the iQuant immunoassay analyzer. Launched in collaboration with IIT Madras' HTIC (Healthcare Technology Innovation Centre), this portable state-of-the-art Fluorescence Immunoassay Analyzer provides quantitative and qualitative determination of blood test parameter – that includes TSH (Thyroid Stimulating Hormone), T3 (Tri-iodo thyronine), T4 (Thyroxin), Vitamin D, Dengue NS1 Antigen, Dengue IgM, Dengue IgG and HbA1c test. With this innovation, various highly-active and sought-after diagnostic solutions are now available across the country and in the remotest of locations at the fraction of a cost.

Speaking on the occasion, Jatin Mahajan, managing director, J Mitra said, *"Innovation is the cornerstone of everything that we do at this company. We believe in launching innovative, path-breaking products that greatly influence the detection and diagnostic process, which hasten the treatment and cure process – resulting in a healthier India in line with government's healthcare-for-all initiative."*

This is a home-grown innovative solution – a "completely Made-in-India" offering. While being the most cost-effective solution available in the market today, what sets it apart is the fact that it is completely portable. It can be carried with ease and has a self-sustaining power supply. It is thus quite suited for Indian conditions, especially for remote and electricity-dark areas.