

## Medtronic and Cardiac Design Labs bring advanced heart rhythm monitoring technology in India

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### Medtronic to become exclusive distributor of Padma Rhythms monitoring device in India



India Medtronic, a wholly owned subsidiary of Ireland-headquartered Medtronic plc, has announced a strategic collaboration with Cardiac Design Labs (CDL) to launch, scale up, and expand access to CDL's novel diagnostic technology, Padma Rhythms, an external loop recorder (ELR) patch designed for comprehensive, long-term heart monitoring and diagnosis.

As part of the collaboration, Medtronic will become the exclusive distributor of Padma Rhythms in India, while both Medtronic and CDL will jointly develop training and education programmes to expand reach of the ELR technology across the country.

The ELR device combines the convenience of an external patch with the advanced capabilities of a Holter, ensuring accurate and insightful data for the monitoring period.

It has been designed and manufactured in India by CDL and is powered by a first-of-its-kind connected platform for managing tests, data, algorithms, analysis, review, and reporting. CDL's innovation includes wearables designed for use in sweat inducing conditions with dependable workflows and minimal interventions for use of devices. An automated data transfer mechanism allows physicians and technicians to access real-time test management dashboards and full disclosures on-demand.

According to Dr Devi Shetty, Chairman of Narayana Health, "It is initiatives like these that will help address the growing burden of cardiovascular diseases in the country."

*Image caption- L-R- Michael Blackwell, Vice President and Managing Director of Medtronic India; and Anand Madanagopal, Founder and Chief Executive Officer at CDL*