



EzeRx, MedTech Startup

Develop and manufacture highly advanced Medical Devices
for the effective management of curative and preventive Healthcare.

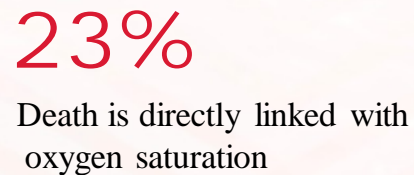
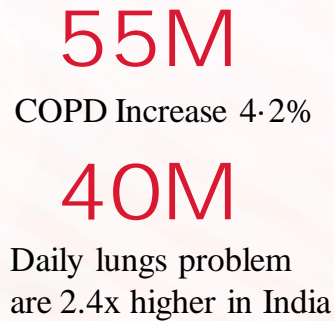
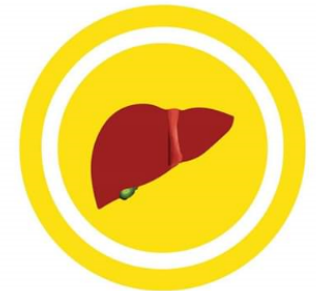
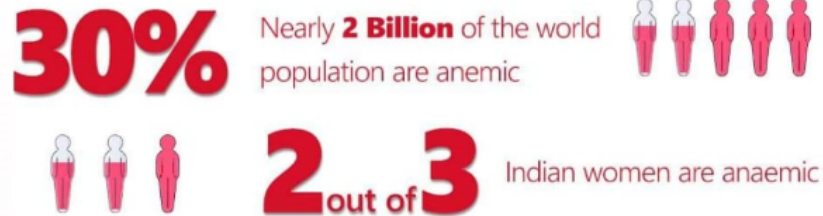


Problem Statement



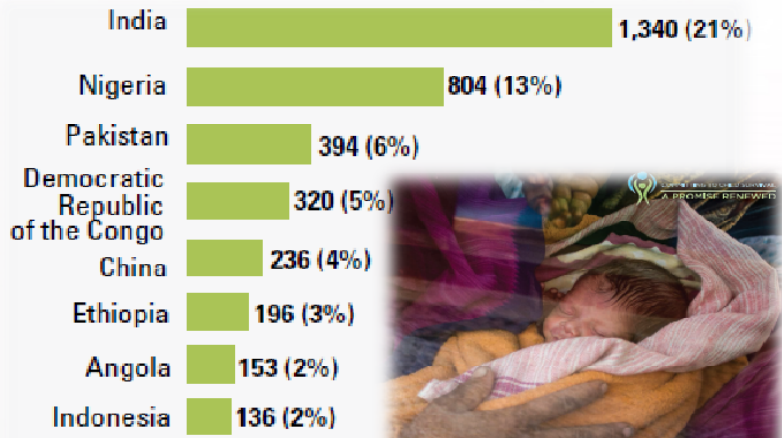
Delay detection of Anaemia, liver and lungs problems resulting in loss of more than lacs lives in every year

Problem Statement



Problem Statement

The National Problem : 200 Children Death Per Hour in India!!



Source: AIMS Kerala, India

The Preventable Deaths



Blood Collection in Environmentally Challenging Point of Care

AJO | Non-invasive contactless portable device



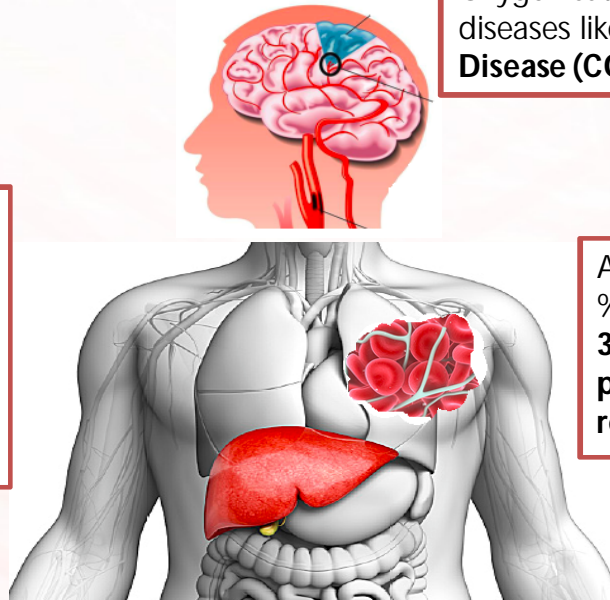
AJO is a non-invasive, contactless portable device which can detect **anemia**, predict **liver** (Jaundice, hepatitis, fatty liver, cirrhosis, liver cancer, gallbladder stone, pancreas problem) and **lungs** (COPD, Asthma, Brain hypoxia) problems within less than 5 seconds in the cost of less than ₹1 without taking a single drop of blood from the human body.

The problem/need

Bilirubin level indicate several forms of liver disease like, **Jaundice, hepatitis, fatty liver, cirrhosis, liver cancer, gallbladder stone, pancreas problem** and specially in **neonatal bilirubinemia**

Oxygen saturation can identify respiratory diseases like **Chronic Obstructive Pulmonary Disease (COPD), Asthma, Brain hypoxia**

Approximately **2 billion people**, nearly 30% of the world population [**43% children, 38% pregnant women, 29% non-pregnant women, and 29% of reproductive women**] are anemic



AJO | Non-invasive contactless portable device



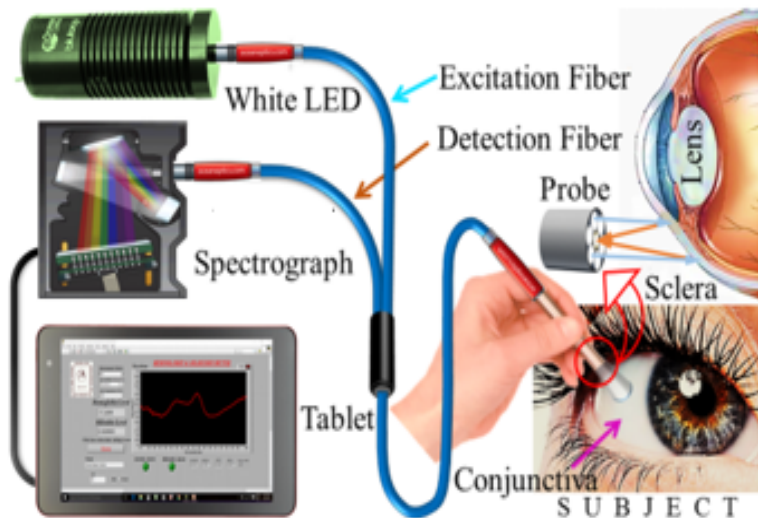
Working Principal

Sending **cool white LED** light into the white space of the eye and based on the measurement of the spectroscopic signal emitting from the vascular bed of the conjunctiva, our application software can generate and transferred the results any where in the world through IoT platform with in **less then 5 seconds**.

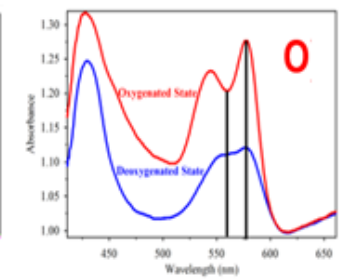
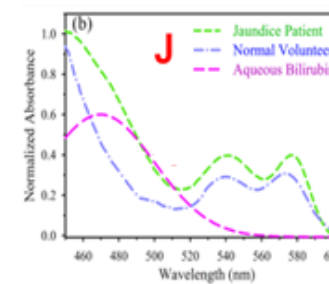
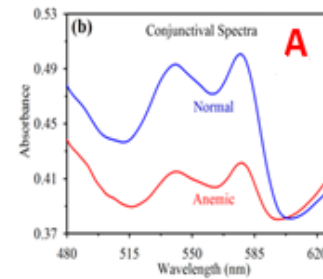
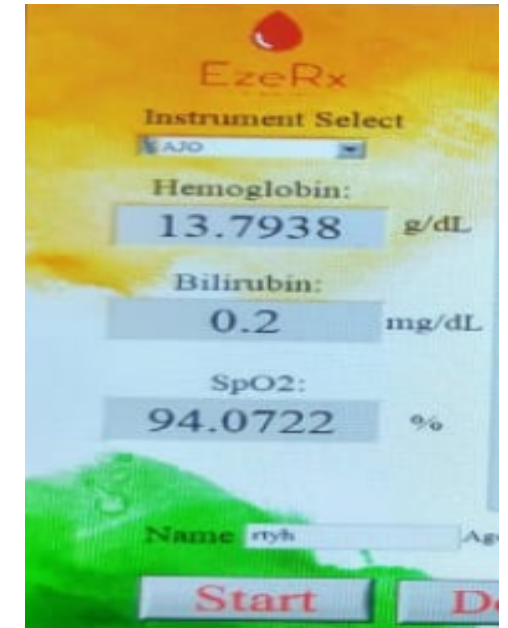
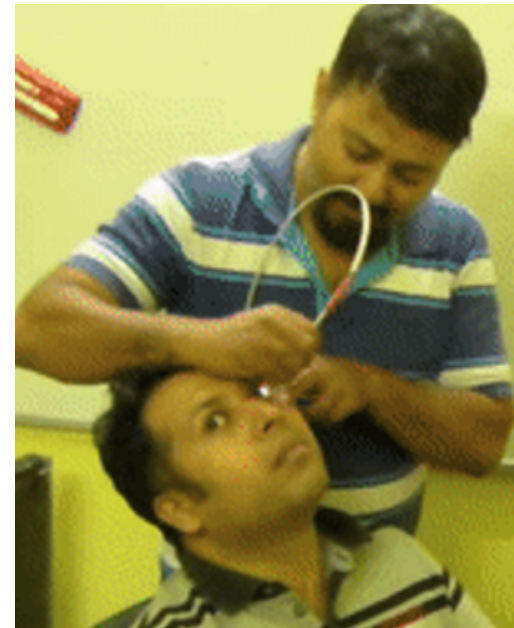


AJO | Non-invasive contactless portable device

Definition



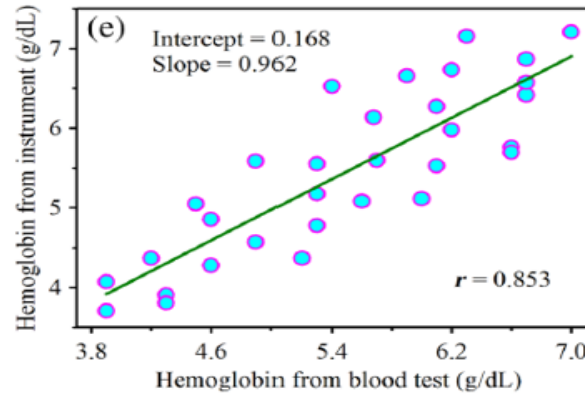
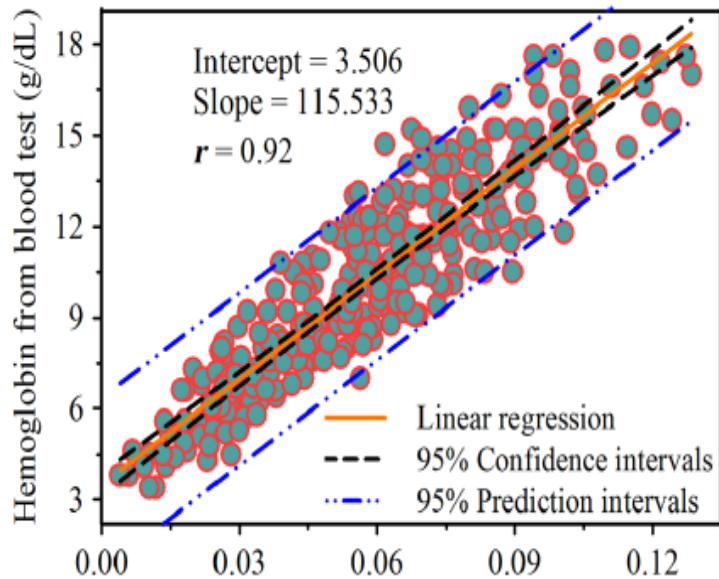
Implementation



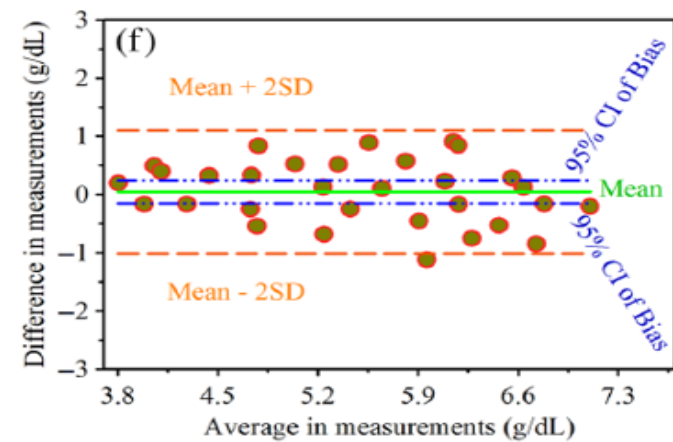
Preliminary Data & Certifications

Completed Clinical Trials from NRS Medical Collage, Kolkata has achieved more than 95% accuracy

Linear regression of the hemoglobin level from blood test and the hemoglobin, bilirubin level from our device ($r = 0.965$) with 95% CI and 95% prediction intervals.



466/KOL/2009
467/KOL/2009
465/KOL/2009



AJO | Non-invasive contactless portable device



Testing procedure & results



Patient Name : Sanjay Paul	Age : 27 Yrs
Visit Date : 17-09-2019	Gender : M
Visit Time : 11:28	

TEST NAME	RESULT	BIOLOGICAL REFERENCE INTERVALS	UNITS
Haemoglobin	16.53	13-17	gm/dl
Total Bilirubin	0.99	0.1 - 1.2	mg/dl
Oxygen Saturation	99.9%	95-100	mm Hg

OBSERVATION:

According to the non invasive test conducted:

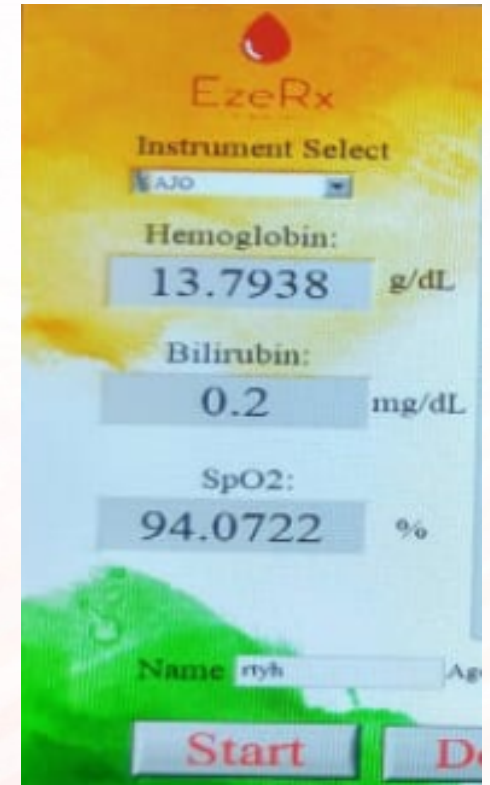
TOTAL BILIRUBIN level is NORMAL.
HEMOGLOBIN level NORMAL
OXYGEN SATURATION LEVEL is NORMAL

*It is a system generated report



Manufactured By:
 EzeRx Health Tech Pvt. Ltd.
 KIIT Technology Business Incubator
 Campus - 11, Patia, Bhubaneswar,
 Odisha, Pin: 751024

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Target Group

Govt. Scheme/ Mission
State Govt. Hospital
Private Hospital & Clinics
Primary health care providers
Diagnostic Centre
CSR & NGO Partner
Blood Banks

Traction received from last QTR

Govt. Scheme



Hospitals/ Clinics



Primary health care providers



CSR & NGO Partner



Revenue from MAY-2019

#	Agencies
1	CREDO
2	Govt. of India (DST)



Value propositions

Unique Selling Proposition



Non-Invasive



Affordable



Accessible



Instant result



IoT Enabled



Easy to Operate

Competitive Advantage

	Existing Solution	AJO
Price	250/-	1/-
Time	6-10 Hours	5 Seconds
Compatibility	Invasive	Non-invasive
Portability	No	Yes
Accessibility	No	Yes (IoT enabled)
Employment	Pathology background	Semi-skilled

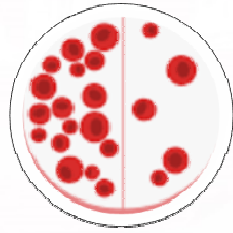
Socio-Economic Impact



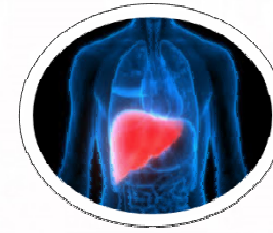
Total Test 5470



M:F 47:53



Anaemia 2446



Disease Prefilled

Liver 1243



Lungs 970



Blood saved: 54.7 Litre.



Money Saved: Rs. 10.94L



Time Saved: 2279 Man days

Award & Recognition



Top 51 Most Impactful Startup by CSR Day



भारतीय राष्ट्रीय इंजीनियरी अकादमी
Indian National Academy of Engineering
 604-609, छठी मंजिल, टॉवर ए, स्पेज आई-टेक पार्क, सेक्टर 49, सोहना रोड, गुरुगॉन-122018 (भारत)
 Unit No. 604-609, 6th Floor, Tower A, SPAZE I-Tech Park, Sector 49, Sohna Road, Gurgaon-122018 (INDIA)
 दूरभाष/Ph: (91)-0124-4239480, फैक्स/Fax: (91)-0124-4239481, ई-मेल/Email: inae@inae.in, वेबसाइट/Website: www.inae.in

डॉ. बी.एन. सुरेश/Dr. B.N. Suresh
 एक एन.ए.ई., एक एन.ए., एक ए.ई.एस.आई., एक ए.एच.आई., एक एच.एस.आई., एक आई.एस.आई., एक आई.ए.ए. (पैरिस)
 FNAE, FNA, FAcSI, FASI, FSSI, FISSE, MIAA (Paris)
 अध्यक्ष / President (Former Director)

Ref: INAE/121/AKF

Sub: Abdul Kalam Technology Innovation Nation
 Dear Prof Samir Kumar Pal,

It gives me great pleasure in informing you that the Search-cum-Select for the conferment of **Abdul Kalam Technology Innovation Nation** with effect from August 1, 2018. Please accept my heartiest congratulations. Your selection is based on your proposal for pursuing the research on "Large Scale Validation/Field Trial of an Indigenous Non-Invasive Non-Contact Robust Portable Hand-held device for Accurate Measurement of Bilirubin Level, Haemoglobin Concentration and Oxygen Saturation in Neonatal Subject". The Fellowship is extendable by a period of two years depending upon the performance.



EzeRx Founder and CEO Partha Pratim with YourStory Founder and CEO Shradha Sharma

1st Runner up in **TATA Social Enterprise Challenge -2019**



1st in ASSOCHAM Launchpad- Jaipur



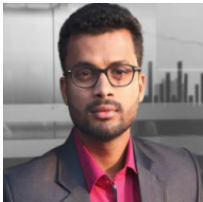
Dr. Harsh Vardhan @drharshvardhan

Shining a lamp into eye could reveal bilirubin content in blood. Tested it on myself yesterday at S.N.Bose National Centre for Basic Science

RETWEETS 41 FAVORITES 50

10:12 PM - 3 May 2015

Our Team & Advisors



Partha Pratim Das Mahapatra
Founder & CEO

Symbiosis | Ex-ims Health | Ex-ITC| Ex-GT



Chaitali Roy
Co-Founder & CTO

AMIE| IoT Expert



Amit Mandahar
Co-Founder & CSO

CREDO-MD| CIO-MODI Group|
CIO-DLF



Piyali

Software Engineer



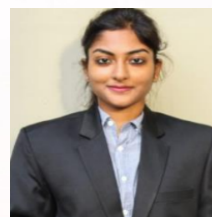
Shreemoyee

BioTech Engineer



Sanjay

Operation Head



Aaratrica

BioMedical Engineer



Souvik

Software Engineer (Jr.)



Suvendu

Software Engineer (Jr.)



Amaresh

Production Manager



Dr. Samir Kumar Pal
Technology Advisor

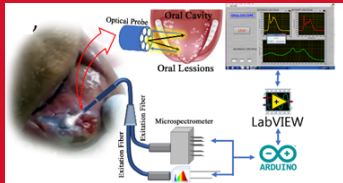


Dr. Surojit Bose
Medical Advisor



Mr. Kalyan Kar
Financial Advisor

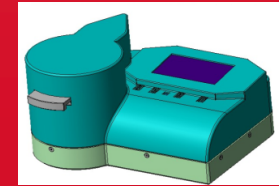
Upcoming Products



Oral Cancer Identification
from mouth ulcer

Non-invasive contactless
device to identify Oral Cancer
from mouth ulcer

Non-invasive contactless
portable device to identify
Urinal Bladder
Cancer (UBC) from urine



UBC Identification from
Urine



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Our Associations

Incubation Partners



Technology Partners



University
of Dundee



Collaborators / Partners

