



Mr. Nikil Goel- MD

CARESTREAM

Great Place to Work

How does Carestream differentiate itself from the competition?

Top and vintage quality of Customer Facing team including Sales, Operations, Marketing and Service Team who are the biggest value differentiator. High quality carestream team have made the organization "Great Place to Work" for 5 years in a row (2017-2022) A Trusted Legacy of 100 plus years comes with equipment installations across the length and breath of the country; such a legacy is unique in the industry we operate in. Innovative new launches introduced in the country ahead of our peers such as our Patented Dry View Film Technology & the recently launched Mid-Tier Premium "DRX Compass" and the "Lux" premium detector.

WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION AND GROWTH?

Carestream is looking at growing the Digital Radiography footprint through the DR Room Platform that includes "Evolution" & "Compass" alongwith our bedside imaging portfolio of "Revolution" and "Motion Mobile". Expanding opportunities on Premium Detectors that go with these products and Retrofit Detector "Focus" are major growth areas as well. New Product launches in the portfolio specially in the DR segment will continue, these would be globally manufactured but specially tailored for the Indian market.

WHAT ARE SOME OF THE KEY GOALS MR. NIKHEL GOEL AND CARESTREAM HAVE ACHIEVED SINCE THEY'VE BEEN THERE?

The organization has taken major steps in 3 major directions – Establishing our "Go to Market" of Sales and Service Support both being provided by our 50 plus channels across the India cluster thus ensuring seamless customer service. This has resulted in growth in both topline and bottomline of the India organisation New Product launches to ensure Carestream brings innovative and relevant technology to India Cluster in the form of Retrofit "Focus" Detector, Premium "Lux" Detector & DRX "Compass" Raising the organizational Internal competency & brand in the medical device industry through Workplace recognitions such as "Great Place to Work", Internal benchmarks such as Gold standard certification for Supply Chain; Yellow & Green belt certified team; Industry Awards in Radiology alongwith newspaper articles across the country on new installations (and authored articles by Mr Nikhel Goel in leading business magazines on Medical imaging)

WHAT ARE CARESTREAM'S CORE VALUES?

Engagement & Empowerment
Customer First Mentality
Do the Right things the Right way
Bias for Action
Culture of Ownership & Accountability

What strategies does Carestream have in place to improve your supply chain and build long term

relationships with key suppliers?

With the Fuel & Commodity prices inflating with each passing day & causing disruptions in the Supply chain eco system, Our Strategy at Carestream is to not plan for any Breakthrough Capital intensive solutions, But to keep it 'Simple & Innovative', To share an e.g. the Logistics Industry is going thru innovative changes in the Fleets & Container dimensions, We believe in optimizing the Fleet management with Backward planning & Effective Weight to Volume ratio, There by engaging lesser vehicles & to add to it being environment friendly in terms of saving Carbon foot prints.

We also run our operations & believe in being proactive with constant periodic Reviews & feedback both ways with our key Partners, Suppliers, By ensuring no input or opportunity for improvement from the trade is Lost.

