

Innovation in beds

Anil Phirke, founder, chairman and MD, Meditek Engineers, speaks on the company's wide product installations and its commitment to quality

Your company has completed 27 years in industry and has done more than 10,000 product installations, which is a significant achievement. Tell us more about your road to success.

We had to put in a lot of efforts and come out with a slew of strategies. Always remember customer comes first and to retain customer, you have to give good service throughout and even after sales. This is how we have developed loyal customer base and because of best quality and best service, we get repetitive orders. Product improvement and innovation has played significant role in this success. We have also put in efforts in R&D department to manufacture the specific requirements of hospital furniture. Lastly, Meditek team's efforts have been the most instrumental factor for us to reach where we have reached.

Your company has been specialising in hospital beds. Being an indigenous manufacturing company, how does your company master bed engineering to match international standards? What quality norms do you follow?

Yes, we follow international standards in our company. We are certified in ISO 9001:2008, ISO 13485:2003 through SGS, UK, and CE certification. Recently we had been to Kenya and South Africa to understand international market and the standards

they adhere to. This has given us a lot of insights for further business development in international market pertaining to their standards. However, for years the electric actuators used in our product are from Linak-Denmark, castor wheels are from Steinc-Germany, Asian paints powder is used for powder coating. We also keep checking with our clients as to understand their needs for further improvement or any specification that needs to be followed and this keeps us in track in maintaining the quality norms.

Meditek Engineers is a renowned name in hospital bed manufacturing. Can you share your customer experience, and how do you meet their product expectations when the segment has stiff competition?

We have always believed in the thought that customer comes first and that has been the legacy followed in Meditek for all these years. Our product and service goes hand in hand whenever it comes to any sales enquiry. Right from the query stage to the delivery and installation and finally after sales service, we always keep in touch with clients for any support they require. And this has been the mantra for Meditek that has helped us to meet the customer expectations. Competition for us means a positive feedback from our customer and that has given us a strong



Can you tell us about top product lines and what has been the overall market response? What steps are you taking to introduce the next generation hospital furnitures for the market?

Motorised beds form our top product lines, and we have received very good and positive response from the market. Meditek has its own design team and we are constantly working on developing new design across all hospital beds and furniture's categories to suit the hospitals and the users for their various requirements. Basically, getting into specifics of all the functional areas of hospitals that require furnitures like ICU beds, birthing beds and others.

We understand that your company has a significant market share in the bed segment. Can you comment on that?

Yes, we have. Recently, Meditek has bagged best hospital manufacturer award in Goa. That itself explains our reach in the market segment. We are going to penetrate in other parts of India through our marketing strategies. We satisfy and retain our existing clients by giving best of services, so that they refer new clients to us and that is why we are able to gain market share purely based on referrals.

Is your company tapping business in international market? How has been the experience so far and what is the potential for future growth?

We already have presence in the African continent and recently we participated in exhibitions/conferences that took place in South Africa and Kenya and there is a huge potential. We are proud to get our country in the international market.

What future plans do you have for Meditek Engineers?

Well, we are expanding and we are hiring. We foresee that we have our representatives covering all the regional demographics of India. After sales team and our R&D team keep working on the future innovations and improvements to continue delivering quality product to the market.

Reforming Healthcare. Inspiring Life

Product Number/Name: 5101-Five Function Full Motorised Bed

This is a technologically advanced, high-tech bed with perfection and precision. This bed has been designed considering the complexity of the ICU operations and the critical stage of the patient's health. It provides maximum comfort to the patients and efficiently supports the latest healthcare practices.

foothold in this stiff competition. Hence, we have more repetitive and referral customers.

What innovations and engineering up gradations has the company planned to meet stringent quality norms for beds and other hospital furniture?

We do monitor the quality norms and ISO standards very closely. ISO requirements are regularly done thoroughly. Moreover, the customer request and quality norms are interdependent, we closely take care of that. Right from engineering design to fabrication to the finished product, all are monitored.