“80% of all visual impairment can be cured or prevented. This is our premise for affordability and quality to eliminate needless blindness.”
Worldwide Facts

285 million people are visually impaired; and 39 million blind

90% of the world’s visually impaired live in developing countries

80% of all visual impairment can be avoided or cured

Globally, cataracts remain the leading cause of blindness in middle and low-income countries.
Aravind Eye Care Hospital (AECs) was born in 1976 with this guiding mission. Today it is a world-renowned institution with a history of achieving the impossible. Its manufacturing facility, Aurolab, is a leading example of this. By the mid-eighties, one of ophthalmology’s greatest innovations - the intraocular lens (IOL), had dramatically transformed the field of cataract surgery in the western world. But this new technology was prohibitively expensive for developing countries. Despite the odds, Aravind’s visionary founder Dr. Govindappa Venkataswamy (Dr. V) was committed to making IOL surgery available to all patients, rich and poor. Initially IOLs were brought to Aravind with the help of Seva Foundation, its partner organisation in the United States, but the volumes they procured were not enough to meet the demand of Aravind’s high patient volume, and the cost of the lenses was still formidably high, averaging $100 per lens.

In a brave step towards its mission of making high quality eye care affordable and accessible to all, Aurolab was founded in 1992 by Dr. V, Dr. P. Namperumalsamy, Dr. G. Natchiar, Mr. G. Srinivasan and Mr. R.D. Thulasiraj, along with the support of well-wishers around the world. Recruited by Dr. V, Dr. P. Balakrishnan, then a research scientist in the United States, switched careers and led the effort to build Aurolab’s IOL manufacturing capabilities. A small team that included Mr. R.D. Sriram and ten production staff supported him in this challenging endeavour.

After extensive legwork, Aurolab engaged in technology transfer with a company in the United States. The lenses produced in its factory received international certification and were pronounced on par with products available in the west. Aurolab chose to price its IOLs at $10, roughly one-tenth of the market price. It was a pivotal decision that would make a tremendous contribution to eye care in the developing world. Aurolab’s affordable IOLs would be exported to over 130 countries, bringing the benefits of high quality cataract surgery to patients far beyond Aravind’s walls.

“To eliminate needless blindness by providing high quality, compassionate and affordable eye care to all” Dr. Govindappa Venkataswamy (Dr. V) Founder
Aurolab owes its success to the vision and integrity of its leaders.

**Trust Members**
- Mr. R.D. Thulasiraj - President
- Dr. S. Aravind - Secretary
- Mr. G. Srinivasan - Trustee
- Dr. P. Namperumalsamy - Trustee
- Dr. G. Natchiar - Trustee
- Dr. R. Kim - Trustee

**Senior Management Team**
- Dr. P. Balakrishnan - Managing Director
- Mr. R.D. Sriram - Director - Operations
- Mr. Venkatesa Kannan - Head - Pharma Division
- Mr. Vishnu Prasad - Head - International Marketing
- Mr. Krishnakumar - Head – Regulatory Affairs
- Mr. Sivanand - Head – Domestic Marketing

The core values and guiding principles of Aurolab define the organisation and what it stands for:

**Simplicity**
“Simplicity that emanates from confidence and competence has far reaching impact and keeps our feet grounded.”

**Nurturing people**
As a professional yet deeply empathic organisation, Aurolab strives to nurture people and help them realise their highest potential.

**Integrity**
Aurolab prides itself on honouring its commitments to customers, suppliers and technology partners around the world. It is an ethical organisation that upholds all legal requirements and abides by best practices in the industry.

**Innovative solutions**
We work towards delivering impactful customer value through innovative solutions in products, processes and services.

**Excellence**
We strive to outreach and excel in all the aspects of what we do.

**Emerging opportunities**
When we recognise unmet societal needs, we venture into unexplored opportunities and make it successful.
Aurolab’s integrated drug and device manufacturing facility covers 155,000 square feet; with 15,000 square feet of clean room. It is situated on a sprawling, green campus, 6 km from the bustling town of Madurai, Tamil Nadu.

Aurolab has over two decades of experience in manufacturing a vast range of products for different verticals in ophthalmology. Over the years, it has established specialized facilities and capabilities, for each specific area, including: Micro machining, Micro suture manufacturing, Silicon molding, Metals based manufacturing, Polymer making, Optics designing, Wet-lab analysis, and Instrumentation, conforming to USFDA, EU GMP, WHO – GMP, Indian Schedule “M” Standards.

The Aurolab range

IOLs
Suture Needles
Pharmaceuticals
Blades
Equipment
Antiseptic & Disinfectants
Special Products related to ophthalmology

Our 34 acre campus offers ample scope for all future expansion. We have regularly invested in and adopted new technologies to develop products addressing emerging needs. IT and systems are leveraged to a great extent to improve efficiencies across the organisation and deliver utmost value to internal and external stakeholders.

Aurolab is instituted as a model organisation in frugal manufacturing, to address the growing concerns of health care costs around the world.

"Happy to work with the organisation of world class standards and technical expertise." - Vanoja – Suture Needle Division
I touch every lens with the belief that this lens is going to give life-saving vision to a person and happy that I am one of the reasons for this noble cause. I pass the same conviction to my juniors." Nandhini – IOL Division

To Doctors
Peace of mind + Trust + Assurance

To Patients
Safety + Value for money

Microbiology

Aurolab maintains a full-fledged microbiology laboratory, supporting manufacturing, to ensure absolute control on all aspects of sterility.

This unique support system enables us to test the sterility and quality of not just the final products but also helps audit the environment, water, personnel etc., at random intervals.

This strict control allows our customers to use our products with confidence and peace of mind.
Rural women empowerment

A Company is also known for by its people and culture.

Nearly 80% of Aurolab employees are women – most of them are rural high school graduates who were unable to pursue further education due to economic constraints. Aurolab gives them an opportunity to pursue meaningful employment and inculcate essential values like commitment, dedication and discipline useful for their lives.

Our recruitment from rural villages is based on academic performance and their attitude towards work. The new recruits undergo initial training in Aravind Eye hospital and understand the importance of vision, compassionate patient care and all the various aspects of service delivery. Subsequently they undergo an intensive six-month training program focused on Aurolab’s work processes, products and manufacturing flow.

“I am happy by the way my relatives, neighbours and others in society recognise me. My family is delighted to see my growth (personally and professionally).”
Sheela Devi – Pharmaceuticals division
We attribute much of our success in R&D efforts to the close association with the Aravind Eye Care System. With our knowledge and capabilities, we will continue to develop products addressing societal needs including non-ophthalmic applications.

Building R&D into a centralised and cohesive unit is a key aspect of our plans for the future. Our existing strengths in Machining, Optics design, Polymer technology, Silicon moulding, Electronics, Embedded software, Pharmaceutical formulations and other areas together will contribute to developing new-to-market products.

Aurolab not only looks to develop further and extend its competence in R&D as a hub of ophthalmology but also be an outsourcing partner in research and development for western companies as well.
Today, nearly 99% of cataract surgeries performed in India are done with IOLs. Aurolab played a pivotal role in making this happen through a pricing innovation directive in 1992. 100% quality inspection has enabled Aurolab to consistently meet and exceed surgeons’ expectations. With 20 years’ experience in optical designing, precise machining and passion to drive benefits of modern IOL technology to mass markets, many new and unique products can be expected. Having contributed significantly to cataract alleviation, the IOL division holds the promise of developing refractive correction products soon.

“Until the affordable intraocular lens hit the (Indian) market, barely one million cataract surgeries were performed annually. Today, the number of surgeries is over seven million.” - N. Madhavan, Business Today, April 2013

Pharmaceutical

Aurolab’s pharma division has created a name for itself by developing niche products. Our intense focus in ophthalmology has resulted in development of unavailable drugs and making high cost products affordable. In the last two decades, developments have been concentrated around cataract and retinal diseases. Of late, due to the pressing needs of other specialties, Aurolab has extended its focus to include affordable products to treat glaucoma and corneal diseases. Aurolab is preparing itself to venture into bio-pharma products with new molecules.
Aurolab is one among the very few manufacturers in the world with the technology to produce micro needles. These needles are manufactured in order to avoid the reuse of sutures and to minimise the cost of ophthalmic surgery. Aurolab manufactures both the absorbable and non-absorbable range.

These suture needles are supplied to more than 130 countries at one-third of prevailing market prices. The micro needles have the scope for usage in other medical specialties such as plastic surgery, cardiovascular surgeries etc. Our future plans include further exploration into addressing such non-ophthalmic application needs.

“The fact that 80% of the global micro suture segment is still un-served drives our focus in this division.”

We have entered the equipment space to fill the gap in delivering high quality, low cost, robust machines for use in developing countries. Aurolab responds to this need by making equipment with indigenised components and customised software.

With growing capabilities and improved processes, we look forward to addressing areas such as diabetic retinopathy, refraction, mass screening etc.
Blades

The surgical blades are made by indigenising the technology with automated production line to increase the consistency and precision of blades. With this automation, we plan to venture into metal-based other surgical instruments.

Special Products

AuroLab leverages its capabilities to develop - import substitutes to reduce cost burden, unavailable niche products with limited market size though economically less viable, complete solution kits that overcome supply chain constraints etc., which helps in serving the ophthalmic community better.

Revenue of special products with other products

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<thead>
<tr>
<th>Product development focus</th>
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<tr>
<td>Special products</td>
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<tr>
<td>Common products</td>
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<tr>
<td>7%</td>
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<td>48%</td>
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<td>93%</td>
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Note: That are launched in last 3 financial years

Market Reach

Our preferred channel for distribution is through our wide and well established dealer network in India and abroad.

We continue to cherish our relationship with INGO and NGO partners/ hospitals to whom we supply 60% of our produce.

Our long standing relationship with customers and partners stands testimony to our ethical and transparent business practice.

We plan to adopt multi-pronged expansion strategies to increase reach and sustain growth. We will partner with other reputed companies as OEM, which helps in serving markets difficult to penetrate in our Brand.

Through innovation, we plan to go beyond just product delivery. To offer solutions to customers by way of kits, packaging, sharing resources etc.