

#In(CREA)dible
OR IntegrationTOP
100
MEDICAL
DEVICE &
HEALTHCARE
COMPANIES 2025

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What are the key innovations or technologies your company has introduced in the healthcare or medtech space in the past 12–24 months?

At Esbee Dynamed, innovation has always been a response to the real-world needs we see in Indian hospitals every day. Having spent over two decades distributing surgical and diagnostic equipment, we began noticing an urgent push toward digitization around 2015. But what stood out was the lack of solutions built specifically for Indian workflows. That's when we decided to start developing our own.

In 2019, we introduced **Pivot SmartFlow**—our first product—to address the issue of traceability in

the sterilization process. Instrument tracking was either manual or nonexistent, leading to risk and inefficiency. Pivot SmartFlow helped bring structure and accountability to CSSD operations in hospitals across the country.

Most recently, in March 2024, we launched **CREA** software-driven OR integration platform designed to manage all the data, and video feeds, used during surgery. With image-guided and video-assisted surgeries becoming more common, ORs are getting more complex. But many integration systems were either unaffordable or didn't meet local requirements. CREA offers a flexible, value-driven alternative that hospitals can actually use and scale.

To help hospitals make better use of all the surgical data CREA captures,

we've also introduced **UCP (Unified Communications Platform)**—a digital layer that brings together video, logs, and patient information in one place for easier access and analysis

How does your organization ensure high levels of customer or patient satisfaction across your services and product lines?

Our strength lies in our long-standing relationships with clinicians and hospital teams. We've spent over 25 years listening to the people who work in operating rooms, sterilization departments, and ICUs. That understanding is what drives our product design and our service model.

Because we build our products in India, we can customize features, ensure spare part availability, and

esbee dynamed

25
YEARS

keep response times short. Our in-house development team works closely with customers to adapt the software as their needs evolve. And our support teams stay in touch with hospitals long after installations, helping troubleshoot, train, and improve.

For us, service is not a department—it's part of our DNA.

What company policies or values distinguish you from others in the healthcare/medtech industry?

We're proud to be one of the very few Indian companies building digital platforms for surgical and sterilization workflows. Most solutions are either imported or adapted from other healthcare systems. Ours are built from the ground up, keeping Indian realities in mind.

What sets us apart is our commitment to:

- Designing with the user in mind
- Collaborating directly with hospitals to improve outcomes
- Offering transparency in pricing, data ownership, and service

We're not here to sell just hardware or software—we're here to solve real problems.

Can you share your company's financial growth or turnover in the last fiscal year?

Over the past three years, we've shifted from being a distributor to a full-fledged product company. Today, more than 90% of our revenue comes from our own solutions, and we've been growing at a 30% CAGR. CREA is already live in over 100 ORs across 15 Indian cities, and we're now preparing for international markets, with a focus on Southeast Asia and the Middle East starting 2026. The market for Pivot Smartflow is also picking up in light of the more stringent safety and regulatory standards being introduced for Hospitals.

How has your organization adapted to recent global healthcare challenges (e.g., pandemics, AI disruption, regulatory shifts), and what steps are you taking to stay ahead?

The pandemic made one thing very clear: we could no longer rely on imported solutions for mission-critical healthcare workflows. It was time to build our own.

We doubled down on local product development and started work on CREA in 2020. It wasn't easy—there were



▶ **Aditya Bawa**

Co-Founder & Managing Director,
Esbee Dynamed Pvt. Ltd.

supply chain disruptions and a lack of local ecosystem support. But we invested in setting up the right teams and partners here in India, and that foundation is now powering our current and future launches.

We're also exploring how AI and analytics can make surgical data more useful—not just for reporting, but for improving care. And we're building platforms that connect the OR, CSSD, ICU, and administrative systems seamlessly.

We're here for the long run—to make Indian healthcare smarter, safer, and better connected.