

## Lord's Mark Industries & Unnat Bharat kick-off E- Smart clinic project across India

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**Marking a significant milestone in the quest for accessible and affordable healthcare**



Lord's Mark Industries, a leading manufacturer of in-vitro diagnostics (IVD) products, in collaboration with Unnat Bharat Abhiyan, a national programme by the Government of India, under the initiation of Foundation for Innovation and Technology Transfer, IIT Delhi, have joined hands for the implementation of the ground-breaking E-Smart Clinic project aimed at revolutionising healthcare access in rural India. The project was recently inaugurated by the Prime Minister Narendra Modi at AIIMS Rajkot.

The initiative stems from an exclusive Memorandum of Understanding (MoU) signed between Lord's Mark Industries, and Unnat Bharat Abhiyan at IIT Delhi, a few days ago.

The E-Smart Clinic, developed by Lord's Mark Industries in collaboration with their technology partner Dozee, utilises patented technology to detect vital parameters of patients without any external attachments. Capable of conducting blood tests in just 20 minutes, the clinic seamlessly connects rural patients with top doctors online, communicating in their local language.

Lord's Mark Industries has filed patents for the biochemistry and the health kiosk, boasting an accuracy level of 99 percent. This marks the first instance globally of delivering such a portable solution to patients at an exceptionally low cost for disease

detection, coupled with seamless online interaction with top-tier doctors.

Following successful trials at five initial centres, the E-Smart Clinic will be commercialised across India, with international partners expressing interest in global distribution. The market potential for the E-Smart Clinic in India exceeds Rs 3000 crore, presenting additional opportunities for Lord's Mark Industries to supply consumables for various therapeutic tests.