

Disclaimer - Offers and benefits if any mentioned in this newsletter are valid for a specific period of time and are open to change at the discretion of Sivantos India Pvt. Ltd. Sivantos will not be liable for any information perceived arbitrarily and without discretion.

Contact Information

Sivantos India Pvt. Ltd.
Unit 14, 7th Floor, Innovator
International Tech Park,
Whitefield Road,
Bengaluru - 560 066, India.
Tel: +91 80 2801 5700
Toll Free No.: 1800 3070 0611

Sivantos India Pvt. Ltd. is a Trademark Licensee of Siemens AG.

sivantos.in



SoundBites

October 2018
Sivantos. The Hearing Company.



Message from Managing Director

Dear Business Partners,

As we step towards the end of the fiscal year 2018, it's time to rejoice the new milestones and build up impetus for the new year. The year 2018 has been enormously productive and fruitful in many ways. The successful launch of Signia Nx portfolio helped us to grow over 100% in the premium segment and accomplish leadership position into this segment in India. The Recent introduction of "Insio Nx" along with outstanding performance of Pure Charge&Go Nx are the main highlights of the last quarter. All this was possible only due to your support and feedback for which I express my sincere gratitude to all our valuable business partners.

Our BestSound initiative is forging ahead with a new attainment of crossing the 150 mark during this year. BSC's have registered noteworthy growth with significant contribution in promoting Pure Charge&Go Nx, the most successful Li-ion product in India. We would continue our support and investment to secure the growth of our industry and continue building up confidence among consumers through most unique services.

We promise to ring in the new year with exciting products and exclusive services from Sivantos for the satisfaction of consumers. We look forward to your continued support in the future.

Next month we will be travelling to attend the Annual Customer Seminar at one of the most exotic locations, Baku – Capital of Azerbaijan. This would also be an occasion to celebrate the successful completion of 20 historic years of operations in India with our esteemed Business Partners. I look forward to meeting you personally at this event.

Please feel free to write to me at avinash.pawar@sivantos.com for any suggestions and/or feedback.

Thanking you,

Sincerely,

A handwritten signature in blue ink, appearing to read 'Avinash'.

Avinash Pawar

Managing Director



Vijayan Warrior
General Manager -
Business Development

It has been 20 years since I joined this company and it looks like it just happened recently. These two decades have passed like a blink of the eye. The first 15 years of my service was as head of finance where most of you would have seen me as a controller asking for money. I had one single-minded purpose and that was to maintain a healthy financial condition for the company. I played a very balanced role of both controlling as well as nurturing the market as a result of which I enjoy profound relationships with our clients which at times had a very personal touch. This gave me a strong platform to move on to Business Development where I was put in charge of the BestSound project which I successfully headed for five years now. My experience during the last 20 years have been enriched with relationships with different and unique customers from all over the country and I deeply value and respect them.

On behalf of Sivantos India Private Limited, I want to say a big thank you for being a loyal customer over the past 2 decades. It has been a pleasure serving you throughout this time and we truly hope to see you many years from now. We are committed to provide you the best products and services as you have always supported our business. Thanks to the constant feedback of customers like you that we have managed to continuously improve our business until the point that we are now in. Your continued patronage and suggestions are a vital part of our growth and for that we are most grateful. If there are any other ways that we can serve you better, do please let us know.

We wish you all the success. Thank you once again!



Kiran N. Rao
Financial Controller



Mohan Swamy
Head – Audiology

Over the last 2 decades, I have had the privilege of being associated with a special group of people who have dedicated themselves to the welfare of the hearing impaired in this country. This experience has been further enhanced through my association with Siemens/Sivantos, the leader of the hearing aid industry. I thank each one of you for being our valued customer and supporting us. It has been a pleasure serving you for the past many years. We will continue our efforts to exceed your expectations and wish you all a very fulfilling and successful future”.

It was in 2005 that I joined this company in the sales department. I very quickly realized that I have joined an elite group of people who are committed to serving people in this world who were not as privileged as us. Indeed, you were all carrying out a noble profession which is God’s work. Over the years I have grown and learnt many things being in your association. I thank all our customers colleagues and friends for supporting me and ensure you of the same in the years to come.



Rajkiran S. N.
Head – Marketing
Hearing Solution

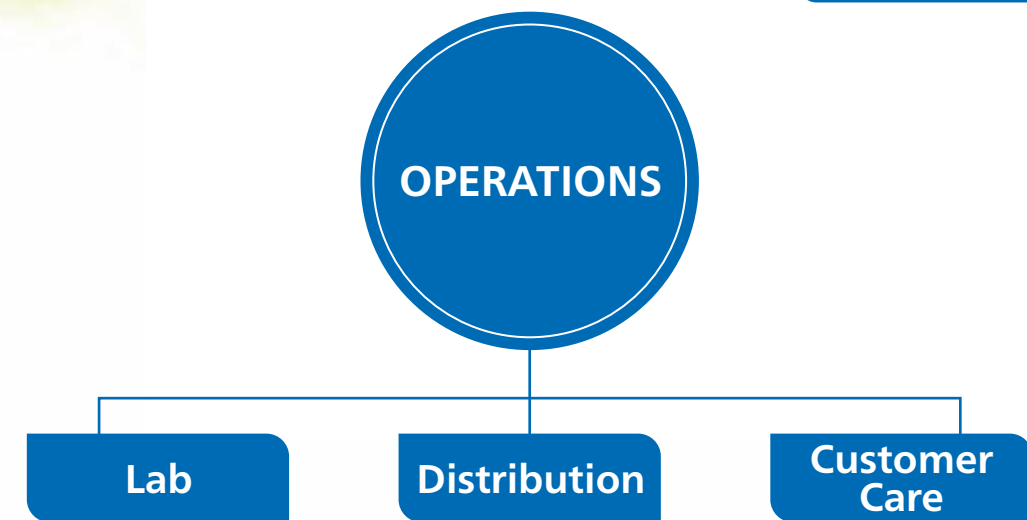
Backbone of Operations : Customer service team

Operations is a very complex functions and requires co-ordinations between various internal departments, vendors and the market. The Sivantos India operations department comprises 3 sub-division:

1. Lab (Manufacturing & Service)
2. Distribution (Warehouse & Logistics)
3. Customer Care



Mr. Viswanathan Gowrishankar
(General Manager- Operations)



Lab: Manufacturing & Services:
Sivantos India Pvt. Ltd. is the only company in the industry to have a comprehensive ITE manufacturing using state of the art RSM methodology. We employed this back in 2014. Today we have very limited UV manufacturing at Mumbai, Delhi & Kolkata for any urgent orders and the majority of the manufacturing is done at Bangalore manufacturing center using RSM. We also have a comprehensive service support for all our products. We have lab facilities in Bangalore, Chennai, Delhi, Mumbai and Kolkata.

Distribution (Warehouse & Logistics):
Our India distribution centre is at Bangalore. All warehouse and logistical operations are carried out at Bangalore. Managing this is quite complex considering that new products are launched frequently and old products are phased out. Majority of the products are imported from our Singapore office to India. We work with very short lead times to keep pace with the ever-increasing demands of the markets and to stay ahead of competition.

Customer Care Team:
The customer care team acts as the interface between our valuable customers and our internal teams. They are the single point of contact (SPOC) to address all queries. All our offices are supported by customer care executives. If you have any feedback or suggestions please feel free to write to Operations manager: Gowrishankar
(Email: gowrishankar.viswanathan@sivantos.com)

sDEMO - The next level of technology

Increasing Patient Acceptance with sDemo Hearing Aids and the soundDemo Suite

As a hearing care professional, one of your greatest challenges is helping patients realize that the decision to improve their lives with amplification is an investment worth making. While traditional demo hearing instruments are effective in helping patients “try before they buy,” these units are typically restricted to only one performance level. This not only limits what options you give your patients-it also limits your patients from experiencing how different levels of technology react to their everyday listening environments.

The sDemo Hearing Aid Solution

Signia has addressed the limitations of the traditional demo hearing aids with the sDemo hearing aids. The sDemo hearing aids are available in all Signia primax and Signia Nx stock models including Pure px, Motion px, Pure 312 Nx and Pure 13 Nx and can be programmed to any performance level (7px, 5px, 3px, 2px, 1px/ 7Nx, 5Nx, 3Nx). This added flexibility allows you to quickly respond to both the auditory and budgetary needs of your patients, while reducing purchase time and increasing practice efficiencies. Unlike regular demo hearing aids, sDemo hearing aids can be programmed to function for a specific length of time-from one to six weeks. Near the end of the trial period, a repeating signal reminds the patient to return the sDemo hearing aids. After the trial period ends, the hearing aids automatically turn off.

Hearing is Believing

Signia sDemo hearing aids were designed to help demonstrate the benefit of higher technology levels for you. By allowing the patient to trial different levels of technology, the conversation shifts from, “Do I really need a need a hearing aid?” to “Which performance level is right for me?” This lowers the pressure for you to sell while building trust with your patient.

All sDemo hearing aids are equipped with advanced data logging, which records every adjustment and listening a situation the patient encounters during the home trial. Data logging gives you and your patient objective proof of the patient’s listening needs, which helps to justify the benefits of upgrading to a higher performance level.

Reducing Costs, Increasing Efficiencies

Traditional demo hearing aids are typically hard programmed to the highest level of performance. This means patients who home-trialed the higher-level but insisted on purchasing a lower performance level often suffered from buyer’s remorse when they got home. For you, this often translated into lost time, lost sales, frustrated patients and returned units for credit.

Signia sDemo optimize your time and your inventory by having access to any performance level with just a few clicks in Connexx Eight. Patients who insist on a lower level of technology can experience first hand how the hearing instruments will sound at home, helping to manage expectations and lower returns.



sDemos Hearing Aids Work Seamlessly with the soundDemo Suite

The soundDemo Suite is a new in-office automated demonstration system that works seamlessly with sDemo hearing aids or any primax/ Nx instrument of your choosing. A combination of audio and video, the soundDemo Suite creates an impressive three dimensional sound experience, optimized for Dolby 5.1 Surround Sound. Signia has made the components of the soundDemo Suite, including Signia sDemo hearing aids, the Surround Sound system, speaker stands and LED screens available to order individually or as a package.

Hearing Aid Retailing: The Customer Story



Mr. Rajapandian S

My journey in this industry has been very interesting and encouraging. A humble beginning in 2006, soon after finishing my post-graduation in Audiology by assisting my father in his 28 years old business. The business model was to travel the length and breadth of Andhra Pradesh and Telangana and dispense hearing instruments. In just six months of travel with him, I realized that I will not be able to continue that model and take the struggling which he had undergone earlier. Thanks to my rich kid status! At that point in time, I realized that struggling is common for everyone, the only difference was “For What?”. While my father’s struggle was for his existence and mine will be for excellence! With that little idea, I started working on a different business model. Ended up with nothing different, but to request him for a conventional Audiology clinic. Opportunity is the foremost requirement for any business. During the short spell of my travel with my father in his business, I could see opportunities everywhere. I had to pick one out of it, and my choice was simple and begin my career as an Audiologist in a small town called Kakinada in Andhra Pradesh in the year 2007. While many questioned my decision, as most of my friends had already settled for a high paying job overseas. I had to go ahead with my conviction and settle in Kakinada just to receive the overwhelming support from the Doctors and People of Kakinada. It is very important to be encouraged and to see success at the very beginning of one’s career as it will make you emotionally and financially

stronger and sets the bar high to take new challenges. I was one among those lucky ones.

In 2008 I established my first clinic in Hyderabad, with the guidance and support of my mentor Mr. S. K. Sharma who was the former Managing Director of Siemens Hearing Instruments. One has to be really lucky to have a mentor. Fortunately, I had many! My journey geared up by managing two clinics and quickly added a couple more within a year. This was when the real challenge began. I started realizing that the practice which used to revolve around my father initially started to revolve around me. Initially, I did enjoy that, later it was choking. I was left with two choices before me 1) To continue the successful run with 4 clinics and make myself a brand by improvising on the best practice method for better client satisfaction. This would lead to consolidation as it was already exhausting to shuffle between those 4 clinics. 2) To make my practice as a workable model and replicate it based on the available opportunity under a fresh brand name and develop the brand. This would require fresh talent and eventually increase in the team size. Being a traditional family-owned business, the major challenge was to break the inhibition of having only family members at each cash point. With lots of learning and hardship, we could sail to our first milestone by making our 10th clinic in 2012. The journey was definitely not a smooth one.

In the year 2013, we incorporated Hearing Solutions as a private limited company. I would rate this as an important development. Hiring fresh talents became easy, approaching financial institutions became simple and manufacturing companies believed us as a serious partner is a few among a whole lot of other benefits. Incorporating a family business as a company is just not an organizational transition. It is a change in the culture of the business. The biggest and the toughest change has to happen with the business owners and the existing team members. I would call this a new way of managing the organization with lot more transparency and compliances. Most of the hearing aid retail businesses in India is family

run similar to mine or a new startup. It is hard to expect that we can naturally start working with all the corporate structure. Unfortunately, we cannot afford to take up some role in any corporate company just to learn the structures, leaving our business behind. This was when I took the support of Siemens and other manufacturing companies to help me out in understanding the corporate system. I truly believe that learning and development is an ongoing and never-ending process. Believe me, if we are serious they are serious too.

When you throw yourself into new learning and gear up for the highly expected change process with the highest motivational level, you will be shocked to be welcomed by denial and rejections from your own team. This is when the camaraderie you have with your core team will come to rescue. I strongly believe that only personal power can help you take this change process within the organization and definitely not your positional power. Only when every team member understands the need for the change, you will be able to install it. Once everything is in place the organization should start functioning smoothly as a good engine. All it requires is regular servicing and replacements when the problem arises. Use of technology as and when required will ease the operational issues. I have used softwares at various levels of clinic management. This has fueled our growth while having a good control at each sales point. Innovation is another important part of a growing organization, as a service provider, we can keep innovating new methods of service delivery and best practices.

Now in 2018, Hearing Solutions Pvt Ltd is standing tall having 36 clinics with a workforce of over 120 people. As an organization we have evolved and come a long way from where we began, only to realize that the way ahead is even longer. That reminds me of the one important question which my mentor asked me many years ago. The question was “What is Success?” to which he replied “Redundancy”. This reiterates that success is going to be a long way ahead! Thank you!

The Employee Corner



Sadananda H. S.
Chief Manager –
Finance & Accounts

I joined Sivantos/Siemens family on 1st February 1999. As a newly started company, we were about 24 employees all over India including CEO, CFO, Sales, Logistics, lab and Accounts, we have now touched 100.

Our average monthly turnover in the FY 1998-99 was Rs. 5.28 million, whereas in 20 years the average sales per day is 5.28 million. In 20 years of operation we have grown more than 20 time, I have seen the growth of the company step by step and my life style also changed accordingly.

We had the freedom of working while in this company. Enthusiastic learners had the scope and environment to grow. The bond among the employees, relation with each other is really heart touching.

I am thankful to the management team, sales colleagues, logistics, audiology, Lab, support team, dispatch, hr, operations, admin, IT CSO Team, mainly accounts team and other members for all the support extended to me.

I am proud to be a part of the company's growth and development.

I thank all the people who have directly or indirectly supported me during my tenure in this company.



ANNUAL EMPLOYEE GET TOGETHER



Five years back, when we announced a new novel initiative called the BestSound project to our customers, we were ourselves groping in the dark as to how and what we would want to achieve. The concept evolved over a period and the initial BestSound centers gave us the opportunity to learn and refine the concept. We thank these pioneers without which this concept would not have become a reality. We acknowledge all the BestSound Center partners who have supported us in making the concept a huge success story unique to India. We are today 150 strong and a force to reckon with. We have plans to enhance our reach, support and development of the BestSound Center in the future.



" I'm Sivantos'ian,
and honored
to be part of this
No. 1 Family"
- Miss Nishtha Dudeja
(Miss Deaf India - 2018)



At the age 23, Nishtha won the title of **Miss Deaf India-2018**, in the *Miss and Mister Deaf India Contest*, held in Jaipur from 24th to 26th February 2018. She is going to represent India in **Miss – Mister Deaf World and Europe and Asia 2018 Beauty Pageant and World Fashion Show** being held in Prague, Czech Republic, from 24th September to 2nd October this year.

Being **Multi-talented** she participated in **AITA, Asian Tour Tennis and ITF** tournaments. As captain of her college, she represented India thrice in International games viz. Deaflympics – 2013 held in Sofia, Bulgaria, World Deaf Tennis Championship – 2015 held in Nottingham, UK and Deaflympics – 2017 held in Samsun, Turkey.

A pure Delhite by heart, she has a mission to work for underprivileged sections of society and differently-abled people. She insists that these people don't need pity. They can prove themselves if provided with equal opportunities.

