

Opto Circuits launches its first Sirolimus Drug Eluting Stent

Receives DCGI license, enabling sales and marketing in India

Bengaluru, India | September 10, 2012

Opto Eurocor Healthcare Limited. (OEHL) a subsidiary of Opto Circuits (India) Ltd., launches its first Sirolimus Drug Eluting Stent (DES), E-MAGIC® Plus on receipt of Drug Controller General of India (DCGI) license to sell and market the product in India.

E-MAGIC® Plus consists of a balloon-expandable intra coronary cobalt chromium stent pre-mounted on a custom balloon delivery system with a Sirolimus coating and a biodegradable polymer. The E-MAGIC® Plus stent releases a distinctive anti-rejection drug, Sirolimus (also known as Rapamycin), into the arterial wall. Sirolimus helps control excess growth of cells and allows the artery to heal. E-MAGIC® Plus stent has an extra edge with soft tip technology to provide smooth access to the lesion site ensuring minimal trauma to the vessel wall.

A stent is a wire metal mesh tube that is used to prop open an occluded artery during an angioplasty. Some stents are coated with a drug which is released into the wall of the artery to help minimize re-narrowing (restenosis) and the growth of scar tissues. The DES market has two major drug categories: Sirolimus and Paclitaxel. Stents coated with Sirolimus & its derivatives are rapidly gaining market share thanks to the potent immunosuppressive nature of the drug and its comparative effectiveness in treating difficult lesions. In India, Sirolimus-based angioplasty devices have a more than 90% market share.

With the launch of E-MAGIC® Plus, Opto Circuits becomes one of the few global players to offer DES products with a choice of two drug coatings.

“The Sirolimus DES market is estimated to be worth Rs. 800 crore in India”, said Vinod Ramnani, Chairman & Managing Director, Opto Circuits (India) Ltd. “E-MAGIC® Plus has been developed indigenously in India and with the DCGI mark we can market and sell in India. The DCGI approval will also enable E-Magic Plus to be marketed in parts of Far East and parts of Middle East. We trust that E-MAGIC® Plus will offer better treatment options and significant therapeutic advantages for the patients.”

Opto Eurocor Healthcare Limited will launch E-MAGIC® Plus in the European and Latin-American market after receiving the necessary approvals.

About: Opto Eurocor Healthcare Limited

Opto Eurocor Healthcare Ltd. (OEH), headquartered out of Bangalore, India is a subsidiary of Circuits (India) Ltd. OEH is dedicated to the design, development and commercialization of minimally invasive technologies for the treatment of cardiovascular and endovascular diseases. The Company houses well known and clinically superior PTA stenting and balloon brands as TAXCOR®, DIOR®, and FREEWAY™. It has research centres, sales offices and state-of-the-art manufacturing facilities in Europe and Asia. For more information, please visit www.optoeurocor.com.

About: Opto Circuits (India) Ltd.

Opto Circuits (India) Ltd. is an India-headquartered multinational medical devices company. OCI is in the business of designing, developing, manufacturing and marketing of healthcare equipment and medical interventional products. A leader in cardiac and vital signs monitoring, emergency cardiac care, vascular treatments and sensing technology, most of Opto Circuits' products are USFDA listed and CE marked and are marketed in over 150 countries. Known for its industry leading performance in advanced critical care and



SENSING TECHNOLOGY

therapeutic medical devices, Opto Circuits business performance has been ranked in *Forbes' Asia's 200 Best under a Billion* in 2008, 2009 and 2011. Some of the Company's well known brands are Cardiac Science, Criticare, Eurocor, Ormed, Mediaid and Unetixs. For more information, please visit www.optocircuits.com

Contact

Opto Circuits (India) Ltd. | Nidhi Thind | E: media@optoindia.com | T: +91 80 2852 8088

Adfactors PR | Neha Goenka | E: neha.goenka@adfactorspr.com | T +91 22 6757 4332