

# Sterling

Diagnostics & Therapy Equipment Pvt Ltd

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**Medical & Surgical Equipment**

**Sales and Service**

# About us briefly ...

Sterling Diagnostic & Therapy Equipment in Chennai was established in the year of 2011 – In India with its parent company in Singapore which started in 2003, as such we young with this new millennial.

Our business started with a humble beginning focusing on the finest medical devices and surgical equipment with an importing and distributing interest. Gradually over the years of experience, the hard work sowed paved way for our establishment to grow from ground zero to one of the top medical devices importer/distributor offering the supply of high-quality medical equipment – not only to the home state Tamil Nadu but also to the neighbouring Andhra, Karnataka, Kerala and Telangana states. We started our business with a mere US\$15,000 as an operating opening capital, with only 2 staffs, when the team gave its full potential and relentless hard work towards the growth of our establishment which eventually grew with more than 35 staffs in Singapore and India.

Sterling Diagnostics & Therapy Equipment unlike as a traditional business takeover from the elder generations, the business started afresh seeking to take advantage of this promising industry. To mention in this juncture its parent company Sterling Exchange & Trading started with the foreign exchange business in Malaysia and Singapore, and gradually grew up with its overseas openings which set groundbreaking to reach to an enterprise level.

## Our Focus – { S P E L L }

1. Strong employee attitudes.
2. Personal relationships with customers.
3. Excellent customer service.
4. Large market exposure
5. Leadership in product innovation.

As the above SPELL is a self-explanatory – not much elaboration stick to the above and strongly believe over the principle.

## QC & After Sales Support

Nevertheless, much priority is given to the sales and marketing of our products, we give special attention when coming to Quality control and After Sales Support; whereby when and where required each product will need to pass through a strict pre-delivery Quality control check. This method has largely reduced to almost 100% complaint free. The below is the pattern we follow to support a customer with their purchase.

1. Pre-Installation services
2. User training
3. Warranty services
4. Return/Replacement
5. Features and benefits





**MULTI - PARA MONITOR**



**ECG MONITOR**



**FETAL MONITOR**



**SPIROMETER**



**PHILIPS ICU VENTILATOR**



**BIPAP DEVICE**

# Hospital Furniture



## Our Clients



**APOLLO HOSPITAL**

**MEHTA HOSPITAL**



**MIOT HOSPITAL**

**HANDE HOSPITAL**

