



PRESS RELEASE

IIT Hyderabad CfHE incubated startup Heamac Healthcare comes among the top 5 in BioAsia 2020

HYDERABAD, XX February 2020: Indian Institute of Technology Hyderabad [Center for Healthcare Entrepreneurship \(CfHE\)](#) incubated startup Heamac Healthcare came among the top five startups of the total 75 startups from India, Switzerland, Germany, Australia and the UK that took part in a competition held as part of BioAsia 2020, one of Asia's largest Biotechnology and Life science forum, 17th to 19th February 2020.

The 'Start-up Stage' contestants were short-listed from over 350 applications on the basis of the innovativeness of their products or solutions, development stage and market readiness.

The main objective of the summit was to explore the capabilities of Life Science Companies and their investments. The summit was attended by researchers, investors, start-ups and health care representatives.

Heamac Healthcare came among the top five of the 75 and was awarded a cash prize co-sponsored by BIRAC and CIE-IIT Hyderabad in the closing ceremony by Shri KT Rama Rao, Minister for Industries and Commerce and IT.

The founders Mr. Prasad Muddam and Ms. Akitha Kolloju graduated from the unique one-year Fellowship Program offered by the Center for Healthcare Entrepreneurship (CfHE), IIT Hyderabad. The programme trains individuals from various disciplines through a blend of clinical and business immersions towards innovations in Healthcare.

Congratulating Heamac Healthcare on this recognition, Prof. Renu John, Co-Head, CfHE and Head, Department of Biomedical Engineering, IIT Hyderabad, said, "-----"

Highlighting the role of CfHE in developing such startup with high impact in the society, Prof U.B. Desai, Head of Operations, CfHE, IIT Hyderabad, said, "-----"

Heamac provides solution for neonatal jaundice management using an evolutionary Phototherapy device 'nLite360,' which will reduce the burden of the doctor who is struggling to treat every New born with their minimal resources available by 70 per cent. It also reduces 35 per cent of total treatment time. It is power efficient and suitable for robust usage. Its portability provides and guarantees treatment (Mother side/ Ambulance/NICU)

Speaking about this recognition, Ms. Akitha Kolloju credited this achievement to the Biodesign fellowship program at CfHE, where she was trained to identify the need in this segment which has been neglected since many years and uniqueness of the immersions.



The Center for Healthcare Entrepreneurship (CfHE) was established in December 2015 at Indian Institute of Technology Hyderabad with an objective to catalyze healthcare innovation with a focus on affordable solutions to address healthcare needs of India. This program aims at bringing together engineers, clinicians, entrepreneurs and the business community on a single platform to design and innovate in the field of healthcare, biomedical devices, and services to create a social impact.

The Center plays a pivotal role in identifying the clinical gaps where the Biomedical engineers can make a big difference. The program focuses on changes at grass root level in an Indian context to address the unmet needs both in the rural and urban health care sector.

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About [IIT Hyderabad](#)

Indian Institute of Technology Hyderabad (IITH) is one of the six new Indian Institutes of Technology established by the Government of India in 2008. In a short span of less than 10 years, the institute built on an imposing 570-acre campus and has been ranked among the top ten institutes for four consecutive years in the [National Institute Ranking Framework \(NIRF\)](#) released by the Ministry of Human Resource Development (MHRD), Government of India. The Institute was also ranked #10 in the first edition of [Atal Ranking of Institutions on Innovation Achievements \(ARIIA\)](#) introduced this year by MHRD to systematically rank all major higher educational institutions and universities in India on indicators related to 'Innovation and Entrepreneurship Development' among students and faculties.

IIT Hyderabad has close to 210 full-time faculty, 2,855 students of whom 20 per cent are women, nearly 200 state-of-the-art laboratories and five research and entrepreneurship centers. The Institute has a strong research focus with more than Rs. 500 crore of sanctioned research funding while Ph.D. scholars account for about 30 per cent of total student strength. IITH students and faculty are at the forefront of innovation with more than 1,500 research publications and patent disclosures, 300 sponsored/consultancy projects and 50 industry collaborations. IITH has MoUs with 50 universities in the U.S., Japan, Australia, Taiwan and Europe. IITH has been pioneering change in pedagogy with fractal academic programs that atomizes course modules, encourage interdisciplinary learning spanning innovative technology, fundamental science, liberal arts and creative arts like photography, theatre and painting.

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