



**ANITA MEDICAL SYSTEMS PVT. LTD.**

**ANITA ENTERPRISES**

Selected 2011-13



**Name of the Managing Director :**  
**Mr. Mohan Chikramne**

**Established: 1985**

**Product:** We are basically distributors of Fuji Medical Films and Equipments. I introduced Fuji Medical Films in India in 1984. I was appointed as sole importer and distributor from for Fuji products between 1984 and 1998. Besides Fuji we also have Kiran Products which is manufactured in India. We are basically marketing products such as X'ray, films, cassettes, screens and aprons in India. We are also channel partners for Siemens. Since 2009 we are also the sole importers of Madred , which is a US based company.

**History:** After completing my B.Sc, I had joined Medical College in 1953, but due to tragic demise of my father, I had to discontinue and later completed my Diploma in Medical Radiography from J.J. Hospital.

after my daughter completed her graduation in Business Management and together we started Anita Enterprises.



I joined Auro Ltd., who were engaged in marketing East German Film, between 1967 - 69 and worked with Hindustan Photo Films, the indigenous photo film manufacturing company, between 1967 and 1979.

This business was started in the year 1984

**Achievements:** I am an active member of Rotary Club of Bombay Filmcity since 1992 where I joined as a chartered member and I have been actively participating in PolioPlus programme, the Polio eradication Scheme in India. This programme runs 'Monthly Immunisation programme at Municipal Health Centers. I am also associated with World Health Organisation (WHO).

**Marketing:** Over the past 25 years, we have sold over four hundred units in Maharashtra alone and created a large customer base having full faith in us.

**Recent Developments:** Within one year of being appointed as Authorised Agents for Madred, we have sold 195 units.



**Promotion:** Under the Continuing Medical Education (CME) scheme, programmes in Radiology are regularly conducted at places like Mumbai, Pune, Aurangabad etc. which we sponsor and support. Our company also attends Annual Programmes and Annual Conferences of CME all over India thereby we are in regular contact with customers.

**Expansion Plans:** From the present Radiology field, we are planning to diversify into Orthopedic field, too, in the very near future.

**Recreation Facilities:** As we have no in-house recreation facilities for our staff members, we have facilitated their joining fitness and recreation clubs.



**Define success:** Work hard to gain confidence of our customers and keep ourselves updated to latest changes in fulfilling the needs of our customer.

**Brand Value:** Fujifilm is the No.1 brand.

**Corporate Social Responsibility:** Sponsoring and participating in Rotary Club's activities, participation in all corporate activities, also attends International Conferences in Chicago Singapore etc.

**Great thing about your company:** From a humble beginning 25 years ago, we have achieved a turnover of over 50 Crore.

