

**SETHI**  
international

*Est. 1973*



# SETHI

international

Sethi International is a Pakistani company focused on the commercialization of surgical products and a leading state-of-the-art medical equipment provider.

**CHAIRMAN:**

Mr. Humayun Sethi

**PRESIDENT:**

Mr. Fawad Sethi

**MANAGING DIRECTOR:**

Mr. Fawad Sethi

**DIRECTOR OPERATION:**

Mr. Abdullah Sethi

**SALES MANAGER:**

Mr. Muhammad Kashif

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**T**he research of innovative products and the high-quality services given to our customers make the basis of the solid platform of our project.

Thanks to these, we have achieved a well-structured growth during the last few years at all company levels as much in terms of turnover, number of employees, geographical expansion and new product lines within the field of medical products for hospitals and pharmaceutical products.

Our organization is focused on satisfying the needs of our customers, helping them to improve the visual quality of their patients. Our personal motivation consists in offering the best solutions to our customers.

Fawad Sethi

A handwritten signature of Fawad Sethi in black ink, positioned below a horizontal line.

## 01 HISTORY

Treatment of wounds originally consisted of home-made remedies and evolved very little for many years. In 1867, Lister introduced antiseptic dressings by soaking lint and gauze in carbolic acid. The main purpose of wound dressings is to provide the ideal environment for wound healing. The dressing should facilitate the major changes taking place during healing to produce an optimally healed wound.

The history of Sethi International is the history of its founder and owner Mr. Sethi who has been linked to the Textile sector in Pakistan for around 50 years. But, to understand the current business evolution it is necessary to go back in time. We started this business in 1973 at this time, we were named as Sethi International (Pvt.) Limited. **SETHI INTERNATIONAL (PVT.) LTD.** is well established since 1981. High quality absorbent cotton wool was very soon introduced in most of the hospitals, clinics and local market. Demand of quality cotton fabric from our neighbour country (IRAN) gave us a golden opportunity to search the local fabric manufacturers and understand the fabric business. We are one of the leading manufacturers of Surgical Dressings (Medical Devices) in Pakistan



1973



1986



1992



1999



1981



produces a wide range of (Medical Devices) Absorbent Cotton Wool, Absorbent Gauzes, Gauze Swabs/Sponges, Gauze Bandages, Crepe Bandages, Plaster of Paris Bandages, and Wound Dressings, which are distributing to the world-wide healthcare market. We are ISO 9001 and ISO 13485 certified manufacturer. We maintained product quality control system to ensure the products of good quality all through the production Flow, from the starting point of raw material purchase to the ending point of finished product. Based on the excellent hardware and the management system, Sethi International (Pvt.) Ltd. has strategically integrated technology advantage with the advanced management ideas, aiming at providing qualified services to our customers. We look forward to building up and developing long-term and mutual beneficial cooperation and connections with domestic and global business partners / collaboration / Change of Technology.



## 02 MISSION AND FOCUS

Currently Sethi International is positioned in the market, as a cotton products company. This is a company that over the time has managed to focus on its expert field, offering comprehensive solutions in the day-to-day of the clinics and hospitals operating rooms, thanks to its well-defined expertise. Sethi International offers cotton products to provide solutions and service in doctor's office and operating rooms. Our mission is to bring world's latest and branded health care products to service humanity by providing a means to improve the quality of life for those who are rehabilitating from injury or illness. In doing so, we aim to encourage hope for a swift recovery and a healthy outcome for the future.

*As the health style provider in the industry we are committed to supply professional solutions which improves the quality of life for people through-*





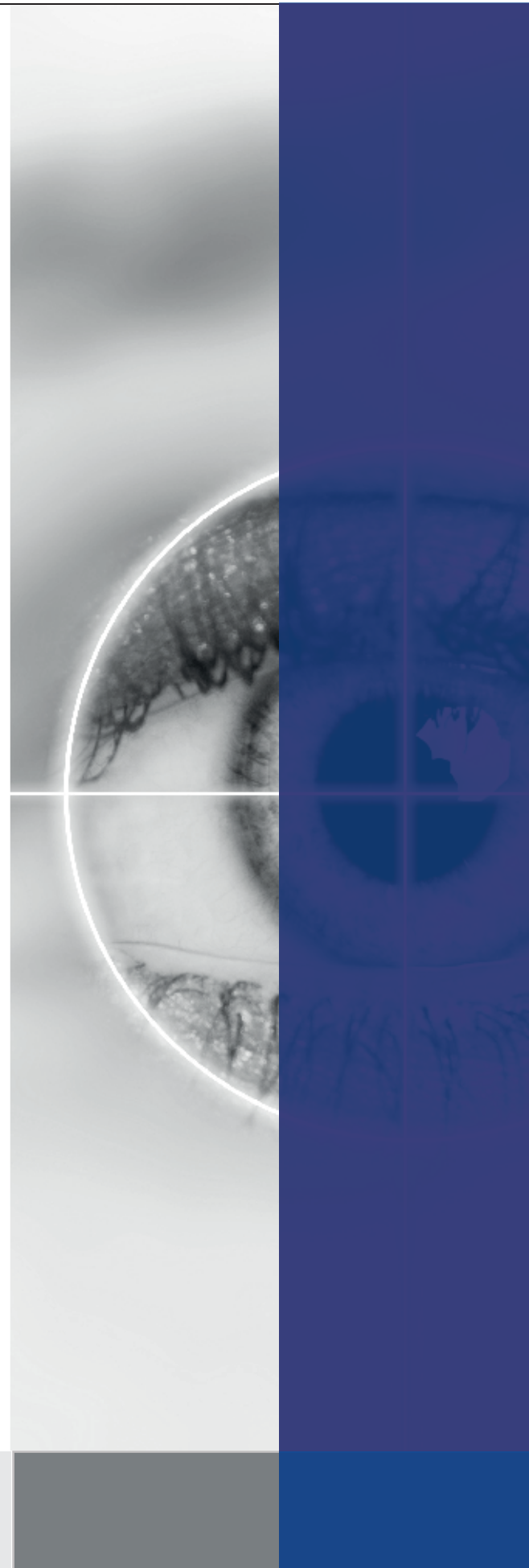


## 03 VALUES

Sethi International establishes itself as a completely independent company of single ownership and capital, without any shareholder of multinational companies. This they achieved with agility and their operating capacity of taking decisions, without attending to third parties or global interests. Direct, flexible, close and having its unique style, its social and medical credibility is high esteemed and is 100% involved in each and every one of the projects. Sethi International is synonymous of prestige and trust. We select the best brands and products of each specialty. Only one brand, the best, by specialty and by product.

Everything we do, we do in accordance with our values. The organizations values shape the tone of how it works with the members and its partners. The company is built on the following values.

*Quality*  
*Partnership*  
*Responsibility*  
*Experties*  
*Flexibility*







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## PARTNERSHIP

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Our cooperation does not end but starts with the sale. Sethi International is in daily touch with its partners.

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## RESPONSIBILITY

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Responsibility means to take care of partners and community we live in. Sethi International educates healthcare specialists as well as general public.

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## THERAPY DEVELOPMENT

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Our continuous cooperation with highly specialized cardiac centres in education of primary cardiologists improve patient's management and significantly contributes to delivering of a right therapy for patients.

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## FLEXIBILITY

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Quick reactions and decision making in healthcare is crucial. Sethi International reacts to the requests of its clients flexibly.

We educate healthcare professionals as well as general public.

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## TRAININGS OF PROFESSIONALS

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We encourage a mutual cooperation between our partners and well-known foreign specialists in order to discuss and learn new practises. Thanks to an international cooperation we can develop a current treatment.

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## EXPERTISE

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Knowing more means making better decisions. Sethi International provides professional counselling

## 04 FACILITIES

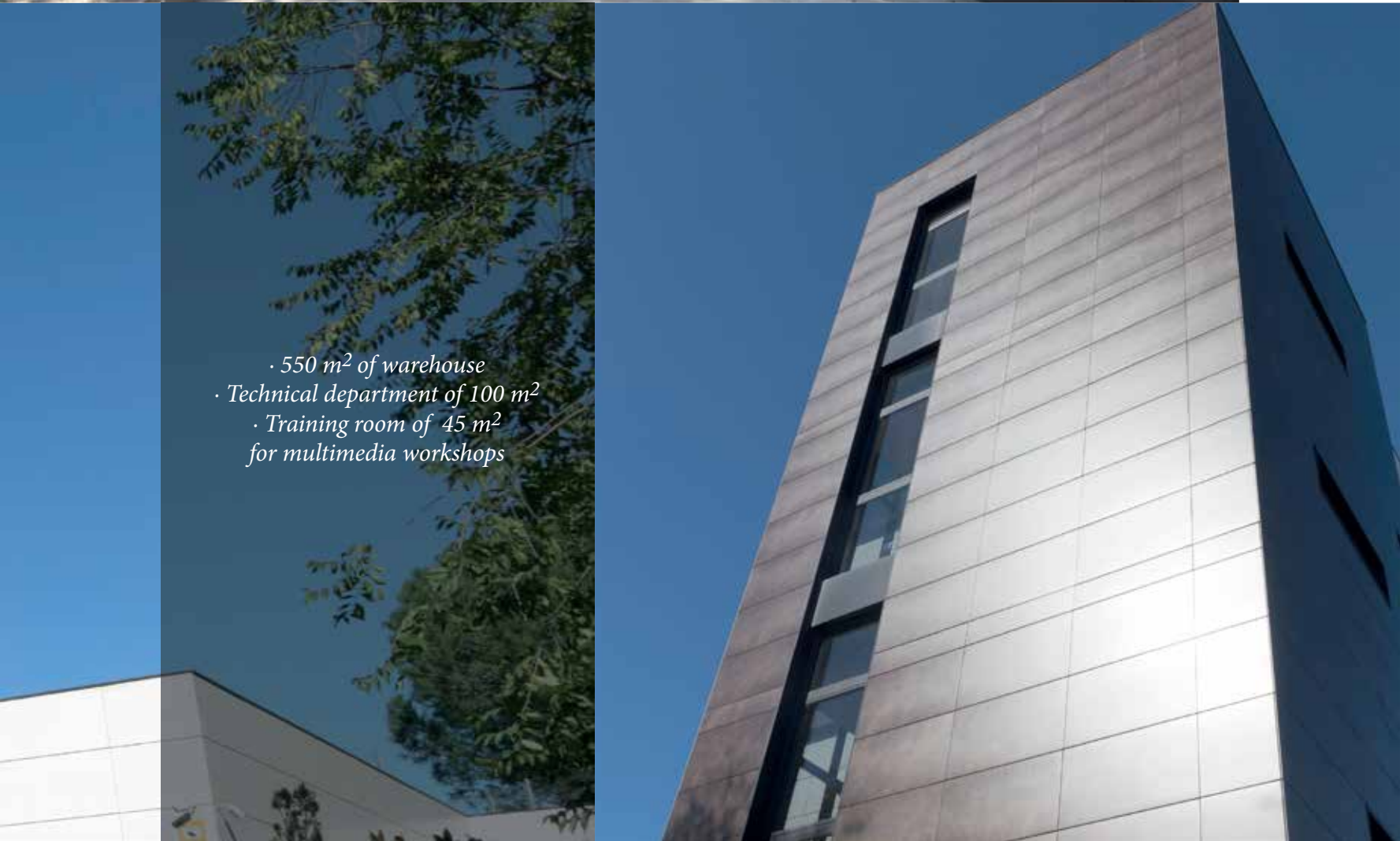
Our tailored built warehouse facilities are located in Lahore and Wazirabad, is well equipped and according to the international standards. Sethi International has several warehouses and delivers 98.8% of its digitalized orders in only 24 hours. The central office manages, directs, coordinates and plans all the company's actions.

Sethi International is situated in Lahore, close to the prime business area. Offices are attractively and conveniently designed to ensure maximum performance by staff members. It is also a comfortable and accessible venue to meet clients.

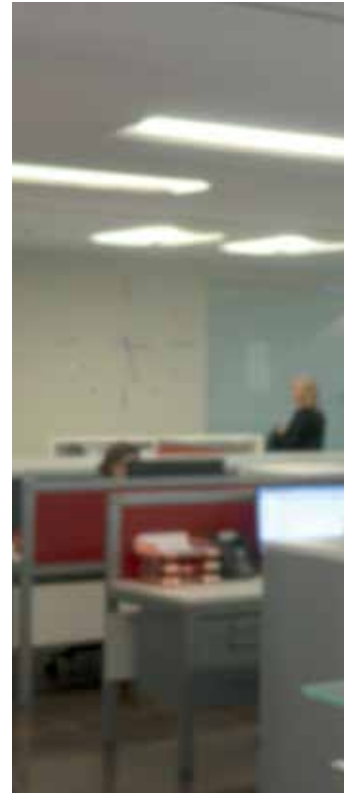




- 550 m<sup>2</sup> of warehouse
- Technical department of 100 m<sup>2</sup>
- Training room of 45 m<sup>2</sup> for multimedia workshops









*The central office manages, directs,  
coordinates and plans all the  
company's actions.*



## 05 PARTNERS

Sethi International is synonymous with prestige and trust. We select the best brands and products of each specialty. ONLY one brand, the best one, by specialty and by product. The companies we represent have their headquarters in Lahore, Karachi, Switzerland, Belgium, Canada, Germany, among other countries. The quality policy in the selection of the brands is Premium and obeys to restrictive selection standards, in terms of quality and innovation. Only the best of each specialty. Our partners must comply with a strict set of values and requirements to gain access to an active part of Sethi International portfolio of services and products. They also gain the access to our extensive commercial network in Spain and Portugal, ranging from the highest quality in materials to ensure the excellence in results with patient and doctor. Sethi International has more than 35 years of experience in the field of ophthalmology, offering the most complete range of products from the best brands.

*Astra pharma limited*  
*Sun enterprises limited*  
*Surgi med pharmaceuticals limited*  
*Multiple super investments limited*  
*Biogen Pharma Limited*  
*Zee Pharmaceuticals Limited*  
*Reddys Pharma Limited*  
*Dawa Medicare Limited*







Regenerative medicine: clot rich in growth factors, autologous fibrin membrane and regenerative eye drops for post-surgical treatment.



Liquids for transport / storage of corneas for Eyes Banks, gas for intraocular tamponade, vitreous replacement products, membranes staining liquids for anterior and posterior segments, etc.



Disposable knives and cannulas, punctum plugs, surgical material, viscoelastic solutions, BSS, customized surgical packs, etc.



Phaco-vitreous equipment. A complete surgical platform for a state-of-the-art ophthalmic surgery.



Laser equipment for ophthalmic treatment. Diagnosis/measuring ultrasonic equipment.



High resolution surgical microscope with excellent depth of field and stable bright red reflex.



Surgical instruments, punches and trephines. Disposable surgical and diagnosis lenses.



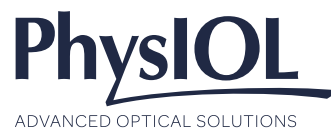
Disposable extendable cannulas, back-flush cannulas, multi-port dual bore cannulas, etc. for retina surgery.



Disposable instruments for vitreoretinal surgery, laser probes, illuminated and multidirectional probes, etc.



Surgical and surgeons chairs for ophthalmic surgery.



Trifocal lens FINEVISION with excellent intermediate vision and high performance in near and far vision, hydrophobic glistening free lenses, pre-charged hydrophilic lenses, toric lenses, etc.



Keraring and Kearing AS corneal rings.

## 06 LOGISTICS

The logistics department of Sethi International performs an integral management of the supply chain, with the mission of providing the necessary means to ensure a perfect process of purchase and delivery, in a timely manner to our customers. For this, our company has a system of planning and forecast of monthly purchase needs, which contributes to the perfect coordination with the manufacturers. Our organization guarantees our service to the clients for the benefit of the doctor and the patient. Sethi International manages and processes more than 100 orders daily, thanks to the integral digitization in the processing of the orders. Our efficiency in terms and delivery service ranges from 24 to 48 hours.







## 07 CUSTOMERS

We strive to exceed the expectations of customers by reliably providing them high-quality generic products along with excellent services. We have been maintaining sustainable growth in constantly developing and highly competitive markets, thus creating values for all stakeholders, including healthcare systems. We support and develop our employees so that they are enterprising and have a performance-oriented approach, thereby creating a successful future for our company. Together, we are more diverse, motivated and stronger, which makes Sethi International a great place to work.

### OUR DISTINGUISHING

In this era of competition and excellence Sethi International Pvt LTD has glorify itself with strive and endless efforts. Our quality and reputability distinguish us from rest of the world



## 08 QUALITY

Sethi International has the quality accreditation certified ISO 9001: 2008 and numerous international awards as Best Dealer & Partner by many brands. Sethi International has the organizational structure, responsibilities, procedures, processes and resources to implement the Quality Management System. These measures are known to all personnel involved in activities and are provided in accordance with customer requirements and applicable legal regulations.

We like to establish close relationships with our clients in order to satisfy their needs through high quality services



*We like to establish close relationships with our clients in order to satisfy their needs through high quality services.*



BVI BEAVER VISITEC AWARD  
Best Leader & Partner 2014



SYNERGETICS AWARD  
Quota Achievement 2008-2009



Katena AWARD  
25 Years of Excellence

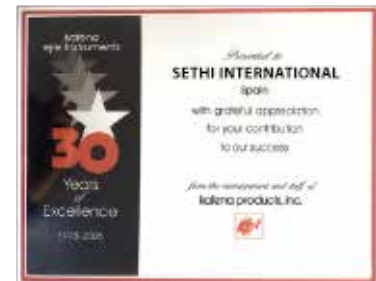




Instituto Barraquer DIPLOMA  
to Sethi International in 2011  
as Cooperator of Merit



Instituto Barraquer DIPLOMA  
to Vicente Durán in 1982 VIII International  
Course of Ophthalmology



Katena AWARD  
30 Years of Excellence  
1975-2005



PhysIOL AWARD  
Best Distributor 2015



## 09 MÁRKETING & COMMUNICATION

Sethi International has a Department of Communication and Strategic Marketing, responsible for the planning of actions in congresses, organization of events and symposiums, management of Social Networks, production of audiovisual, web 3.0, e-mailing, Company Profile, editorial office and press releases, interviews in media, press conferences, graphic design, booths, retransmissions of all type of BTL (below the line) that reinforce the value of our company.

Sethi International has an annual media impact in more than 20 media, online and offline” “In social media is the undisputed leader in followers and generation of contents in Pakistan.





## 10 FUTURE

The future of Sethi International consists in offering integral solutions of medical and pharmaceutical products for the care of the Visual Health in Pakistan. Our guarantee is wide and varying: team, commitment, corporate responsibility, technological innovation, transparency, business strength and experience. Sethi International is “Passion for Health Care”.

Over the next few years, we plan on marketing a wide range of other improved generic products with added value for the patient.”





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