

Hi Readers,

Wishing all of you a very Happy New Year and welcome to the first edition of 'Somerspective' - our newsletter.

'Somerspective' a fusion of Somerset + Perspective - is our effort to bring to you our insights and also showcase our perspectives on the healthcare market and portfolio companies. This newsletter will take you through our experiences as a fund, the growth of individuals in the team as well as our interactions with our entrepreneurs and other stakeholders in healthcare. Our intent is to create Sustainable Impact through Responsible Investing within the healthcare space in India and we will showcase that through this newsletter.

Foreword – By our Founder/ Partner Avinash Kenkare, "Somerspective is a medium by which we will showcase our fund's journey and our endeavour to foster a healthcare ecosystem within India wherein product and services platforms designed to provide access to affordable quality healthcare flourish. The intent is to promote entrepreneurs and companies in healthcare that navigate the challenges within the Indian Healthcare space well, and make a difference to the quality of life in India."

We began our journey in 2011 by raising \$27 Mn for our first fund and funded seven unique businesses. We have closed our second fund in December 2020 and onboarded many reputed institutional investors both in India and overseas. We thank all our investors for the faith they have reposed in us. We have started deploying the second fund with investments in Apex Hospitals and Genworks Health and are now closing on our third investment in the advanced diagnostics space.

Though the theme of the funds remains the same, going forward, we will be evaluating investments which are in the range of USD 10-20 million (or larger with co-investors). Apart from the traditional sectors of healthcare like pharma, med tech, diagnostics and healthcare delivery, we will also be keenly following new areas like digital healthcare, molecular and genetic diagnostics, areas related to primary care, preventive care, nutrition, wellness and healthcare insurance, as we believe that growth in these areas has been fast forwarded due to the covid pandemic and the investment opportunities here are reaching scale.

Our Key Initiatives

Catching Up the Sustainability Wave: Our Impact Initiatives



Somerset supports the Sustainable Development Goals. Through our second fund we have committed ourselves to the concept of Sustainable and responsible investing; We like to proudly call ourselves “ESG Opportunity Seekers”. Environmental, Social and Governance (ESG) has been tightly integrated in our investment process in line with our comprehensive E&S policy and best industrial standards. Going forward, ESG will form an integral and important part of our investment process.

In line with UN Sustainable Development Goals, we are working towards tracking impact created by our portfolio companies using the [IMP framework](#) considered as a standard in the impact fraternity.

LP Meet

We successfully hosted our first virtual LP meet in December 2020 which received great response from our partners across the globe.

Our New Face: Launch of Our New Website

We have launched our [new website](#) which showcases us as a responsible brand in healthcare impact investing. We would be updating the latest initiatives at the fund and will also sharing key industry updates/articles on a periodic basis. We also plan to launch our podcast and industry perspectives through our website platform. Our commitment to ESG and impact is highlighted as part of this new website.

Social Media: We Can't Stay Behind



Click on the icons and bookmark the links to get our updates.

Other Content from Our Team

Hear Mayur Sirdesai, our Partner speak on [Somerset Portfolio and Deployment](#) and [Investor's Viewpoint for Medtech](#) Companies in India while speaking at a panel discussion on Medtech space.

Covid -19

We are very proud to say that all our portfolio companies were at the forefront in the fight against Covid-19. Hear one of our Partners, Ramesh Kannan on [Covid impact in the healthcare segment](#) in India, which sectors were affected, which segments got a push and the sectors which would remain in focus for the PE-VC ecosystem. Also, hear him speak on the [ways to control Covid related stress in companies](#). In the long term, we believe healthcare especially public health and communicable diseases will get a significant upside, as henceforth there will be a significant increase in investments in pharma products, biotech and vaccines.

All Eyes on Healthcare Market: Covid Acting as An Accelerator

During an [interview](#), our Founder/ Partner, Mayur Sirdesai talked about Healthcare in India, key growth sectors, India turning into an innovation hub, the healthcare startup ecosystem and Covid acting as a sector accelerator projecting Indian Healthcare Ecosystem Development years ahead.

Sector	Key themes to look for
Hospitals	<ul style="list-style-type: none"> • Mid-size hospitals to play a fundamental role in the future, especially in to take the load off the over-stretched hospital in metros/urban cities.
Diagnostics	<ul style="list-style-type: none"> • Molecular Diagnostics to gain scale and prominence • Screening diagnostics to become an important part of everyday life • E-Diagnostic services and Lab Analytics to be key differentiators for players • Other Opportunities: Rapid diagnostic kits, Antibody rapid kits, genomics-based mapping solutions, reagents, safe sample collections, patient monitoring systems etc. are also key opportunities
Pharma	<ul style="list-style-type: none"> • Bulk Drug Parks and PLI schemes – Make in India Push • Bio-pharma – Increasing physician confidence to boost the segment • Covid Vaccine Developments - Few companies have partnered with global players in productions and trials for vaccines • Vaccines to see boost in demand with sanitization and disinfection being key themes
Medtech	<ul style="list-style-type: none"> • Covid specific opportunities: Personal Protective Equipment (PPE), portable ventilators, respirators, resuscitators, pulse oximeters, oxygen concentrators, etc. • Sterilizers and Disinfectants segment: Sanitizers, disinfectants, allied systems like booths/community disinfectant stations/chambers, biohazardous waste management solutions, large scale sanitization and sterilization units (IoT enabled and automated) • Point of Care (POC) testing and E-commerce opportunities – B2C digital health products like SP02, Contactless thermometers and Stethoscopes
Wellness and Nutrition	<ul style="list-style-type: none"> • Focus on Immunity and nutrition to increase • E-Pharmacy Growth – Supported by recent push for telemedicine & EMR/EHR by Govt. of India • Alternative medicines to become a key theme – Govt. push to be the key tailwind
Digital Health, Health-tech, and Insurance	<ul style="list-style-type: none"> • All Segments of healthcare have gone DIGITAL • Healthtech solutions supporting patient access to treatment – To significantly reduce the burden on existing healthcare infrastructure during and after the pandemic • Other Opportunities: Healthcare information systems, movement tracking and tracing, crowd management, geo-fencing, etc.

Our Covid-Resilient Portfolio

Apex Hospitals

Apex Hospitals, our Multi-Specialty Hospital Group based out in Rajasthan, launched its remote or e-ICU model in October'2020. It piloted the model at its existing network and has launched its marketing efforts to acquire e-ICU clients in its third-party network. It's on the lookout for new hospitals to acquire and [made an acquisition](#) during the year. It has been at the forefront of the Covid war and was quick to launch Covid wards and initiatives to help treat covid patients at its hospitals.

GenWorks

GenWorks, our medtech distribution company launched its e-commerce platform - [Genworks e-store](#) through which it provided support to the Covid warriors by providing Covid Care consumables when the market was going through a supply crunch. It also acquired an [IVD \(in vitro diagnostic\) company Iris](#) and added 50+ employees. It partnered with Wipro to launch [Airbridge](#), a first of its kind non-invasive respiratory assistance device to support ICU Covid Care.

Krsnaa Diagnostics

Our diagnostics company [set up RT-PCR labs](#) in four states (Maharashtra, Rajasthan, Jammu & Kashmir and Tamil Nadu) and launched first of its kind Mobile Covid solution - Covid bus.



Ujala Cygnus

Our North India focused Multi-Specialty Hospital Chain also launched Covid wards to service Covid patients. It expanded its digital health initiatives and [brought on-board a CTO](#) to spearhead the segment growth. The sheer success at Cygnus could be seen with [Amar Ujala](#), a well-known media group taking significant stake in the company. The company has increased its network by adding a few more hospitals and also started doctor sharing arrangements across nearby hospitals in their own network to reduce costs and increase service coverage.

Read Founder Shuchin Bajaj's view on how he is working to [provide access to high quality, affordable healthcare to small communities](#) in North India.

Read Prateek Ghosal, chief strategy officer's view on [health-tech space in India](#).

Hexagon Nutrition

Hexagon, our nutrition company entered into technical collaborations with a European MNC for the RUTF product under a franchisee agreement and saw a jump in immunity focus thereby supporting its product portfolio because of Covid.

Browndove

Our Manufacturer and distributor of Renal Care Products completed its backward integration undertaken in terms of in-house extrusion and moulds. It forayed into the dialysate business and increased its market share in dialysers segment. It launched its digital platform to increase reach in tier 2 & 3 markets and started its in-house call centre to strengthen its digital marketing initiative. It also added a senior resource to look after export sales and digital marketing initiatives.

Prognosys

Our medical imaging and telehealth products and solutions company saw a rise in interest in its digital focused solutions like M-health, E-pathology, E-OPD, E-clinic, Kiosk, telemedicine, tele-ophthalmology and others.

Click on the link to know more about our [Portfolio Companies](#)



Meet our Team

The pandemic has encouraged and enabled us to adapt to the new normal way of working i.e. work from home since its outbreak and helped embrace stronger capabilities and coordination. Despite the uncertainty, we increased our team size by onboarding new members in technical and managerial roles.

Our Veterans		
	<p>Avinash Kenkare is a private equity professional with over 22 years of successful investing experience.</p>	<p>Mayur Sirdesai has over 25 years of experience in Healthcare/ Pharma and FMCG and has worked in various roles in Private Equity, Strategy, Advisory Services, Operations, Manufacturing and Marketing in this sector.</p>
		
	<p>Ramesh Kannan has over 25 years of consulting experience in management, business, finance and strategy of which 20+ years in healthcare consulting.</p>	<p>Sharad Ladha has over 20 years of experience, in private equity and corporate strategy. He focuses on fund raising, deal sourcing, evaluation, structuring, monitoring and exit planning.</p>
Our New Additions		
	<p>Zulfikar Trivedi joined us as a CFO. He brings more than 12 years of experience in Private Equity, AIF, International/Corporate Taxation, Regulatory Services, Assurance and Consulting.</p>	<p>Ashwin Shenoy joined the investment team and now focuses on investment opportunity evaluation & analysis, monitoring, ESG and fund reporting. He was previously working at a PE/hedge fund consulting company.</p>
		
<p>Shweta Gupta joined as an ESG Manager and has over 11 years of experience in handling Environment, Health and safety matters.</p>	<p>Vivek Iyer joined as Analyst – Finance & Operations. He has about 3 years of experience in Accounting, Loan Management System (LMS), Management Information System (MIS) & Asset Liability Management (ALM).</p>	