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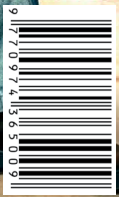
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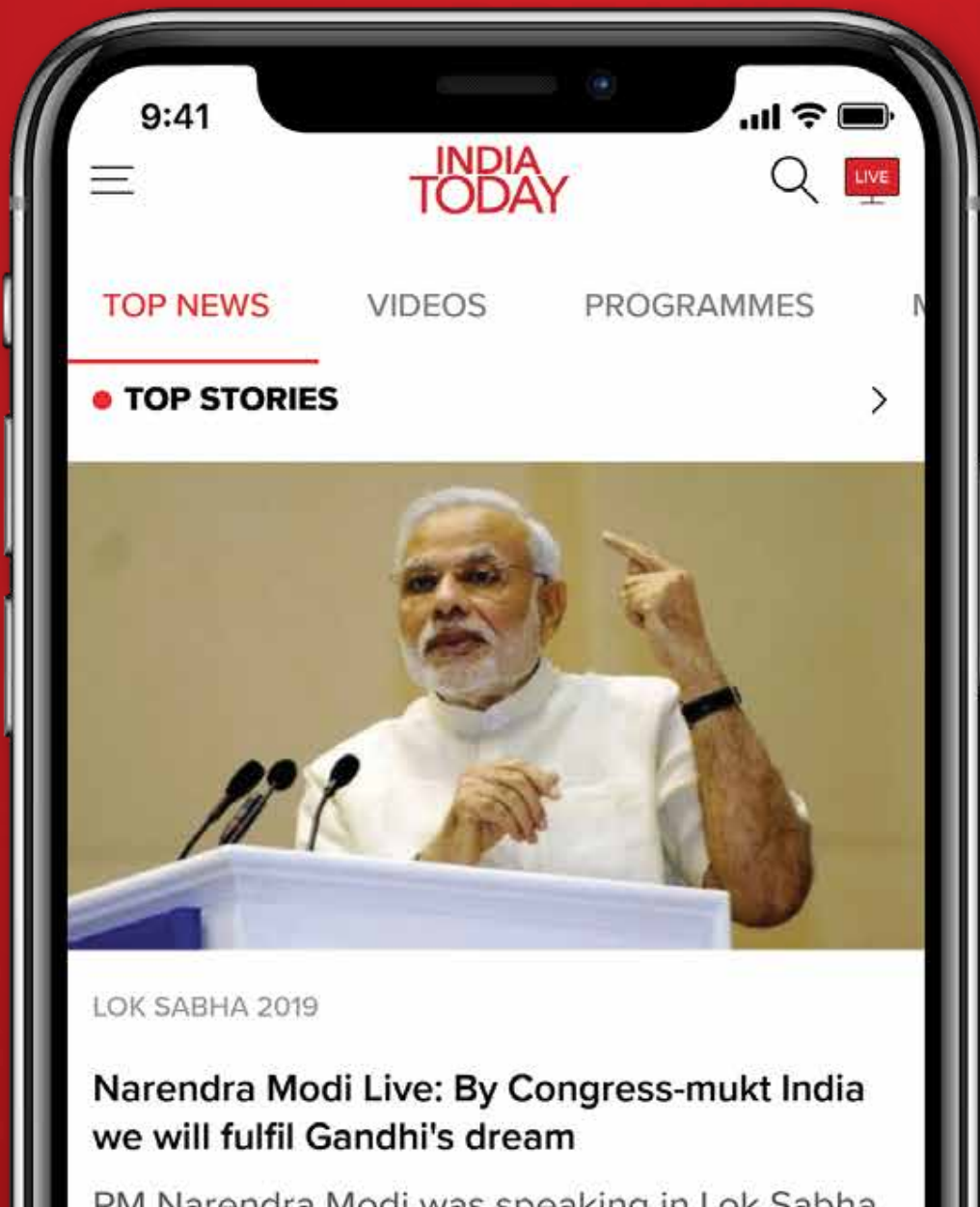
THE NEW CONSUMPTION ENGINE

A FIRST-OF-ITS-KIND SURVEY DECODES WHAT GENERATION Z WANTS

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From 153 US FDA-Listed Products to AI Diagnostics: Lords Mark Industries Powers Gen Z's Preventive Healthcare Revolution

As India's 360 million Gen Z consumers demand healthcare that predicts rather than treats, Lords Mark Industries' breakthrough—securing US FDA registration for 153 orthosurgical products while pioneering AI-driven diagnostics and genomic testing—demonstrates how indigenous innovation can democratize preventive healthcare at global scale.

Lords Mark Industries Ltd. (LMIL) has achieved what few Indian medical device manufacturers have: US FDA registration covering 153 orthosurgical products—from Lord's Activeguard knee braces, compression stockings, hernia belts, and cervical collars to Lord's Joywipes disinfectant wipes and elastic bandages. Every product is manufactured within LMIL's Silvassa facility operating on internationally benchmarked protocols: ISO 13485:2016, WHO-GMP, CDSCO certifications, validated processes, and compliance frameworks meeting stringent US FDA requirements.

"This milestone goes beyond regulatory recognition," says Sachidanand Upadhyay, Managing Director. "It reinforces our belief that world-class medical devices can be designed, manufactured, and regulated from India at global scale. Being one of the companies to secure US FDA recognition for 153 orthosurgical products reflects the strength of our Silvassa manufacturing platform, our regulatory discipline, and our long-term vision to position India as a trusted source of globally compliant healthcare solutions."

This FDA breakthrough strengthens LMIL's access to highly regulated markets—United States, Latin America, Middle East—for institutional supplies and hospital partnerships. Through Lord's Mark Global LLC (US subsidiary), LMIL joins a select group of Indian

manufacturers with established FDA recognition, reinforcing India's growing global MedTech presence.

PREDICTIVE HEALTHCARE INNOVATION

LMIL's innovation extends beyond rehabilitation products. One DNA provides saliva-based genetic testing delivering affordable insights into disease predispositions—cancer, diabetes, cardiovascular disorders—empowering preventive choices years before symptoms appear. The Renalix platform integrates AI-driven kidney care: early detection, smart dialysis devices (world's sixth CE-certified brand), and analytics-led monitoring addressing chronic conditions through preventive screening.

Institutional collaborations amplify impact. Partnerships with IIT Bombay (Shape Dx™ sickle cell test for ₹650 Cr Ministry project) and BARC (25-year cancer/TB detection agreement) translate research into field-ready solutions. LMIL's diagnostic reagents achieve 99.7% accuracy with 24-month shelf life. At the Indo-European Business Forum 2025 (House of Lords, London), LMIL received the 'Innovation



Mr. Sachidanand Upadhyay

in Diagnostic Devices' Award—the first Indian diagnostics company honored.

SCALING ASIA'S LARGEST AMBITIONS

LMIL's Dadra & Nagar Haveli facility supports audacious targets: Asia's largest biochemistry reagents plant (2027) and medical device facility (2028). This infrastructure enables what Gen Z expects: preventive diagnostics priced accessibly, genomic testing democratized beyond metros, chronic care technology deployed rurally through E-Smart Clinics (portable health kiosks with on-site testing and teleconsultation).

From ₹306 Cr (FY23) to ₹555 Cr (FY24)—81.6% growth—LMIL scales as Gen Z's preventive healthcare adoption accelerates. The upcoming NASDAQ-BSE dual listing positions LMIL among global MedTech leaders.

As Upadhyay concludes: "We're building the foundation for India's MedTech leadership—demonstrating that India's most valuable export will be predictive innovation, accessible genomics, and connected care ecosystems designed for generations prioritizing wellness over treatment."

LEADERSHIP CONVERSATIONS POWERING ANDHRA PRADESH'S GROWTH STORY



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