

Aria Hooshmand Azma

Company Profile





Information

- ✓ **Name: Aria Hooshmand Azma Co. Ltd.**
- ✓ **Contact Person: Mr. Ardalan Khalilifar**
- ✓ **Address: 15th Floor, Sarve Sayee Tower, Valiasr St., Tehran, Iran**
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- ✓ **Webpage: www.ariaha.com**
- ✓ **Date of Registration: December 2010**
- ✓ **Registration No.: 392898**
- ✓ **National No.: 10320425610**



Founded in 2010, Aria Hooshmand Azma is a leading Iranian IVD company specialized in manufacturing & distribution of advanced laboratory diagnostic systems. With more than 15 years of experience, we provide high-technology analyzers, reagents, and value-added consulting services to over 700 laboratories and 100 hospitals across Iran.

At Aria Hooshmand Azma, customer support is integrated into every stage of our operations from product selection and installation to long-term technical service. Our cross-functional team structure ensures consistency, accountability, and measurable performance standards.





Mission & Vision

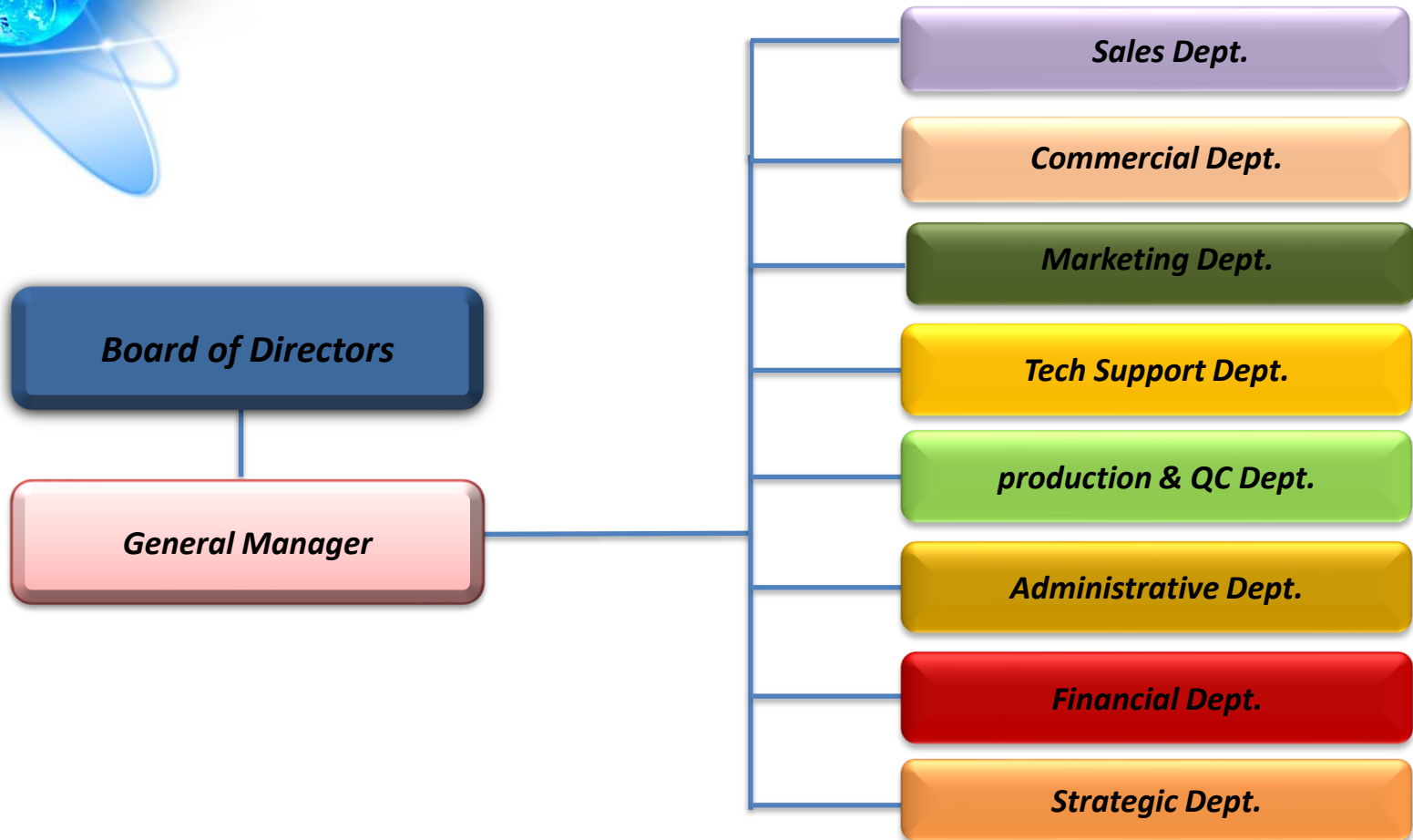
Our Mission

- ✓ *To deliver reliable, high-quality diagnostic systems and reagents while building long-term partnerships based on trust, technical expertise, and after-sales excellence.*

Our Vision

- ✓ *To become a leading regional IVD manufacturer and strategic partner for international medical brands entering the Iranian and Middle Eastern markets.*

Organization Chart

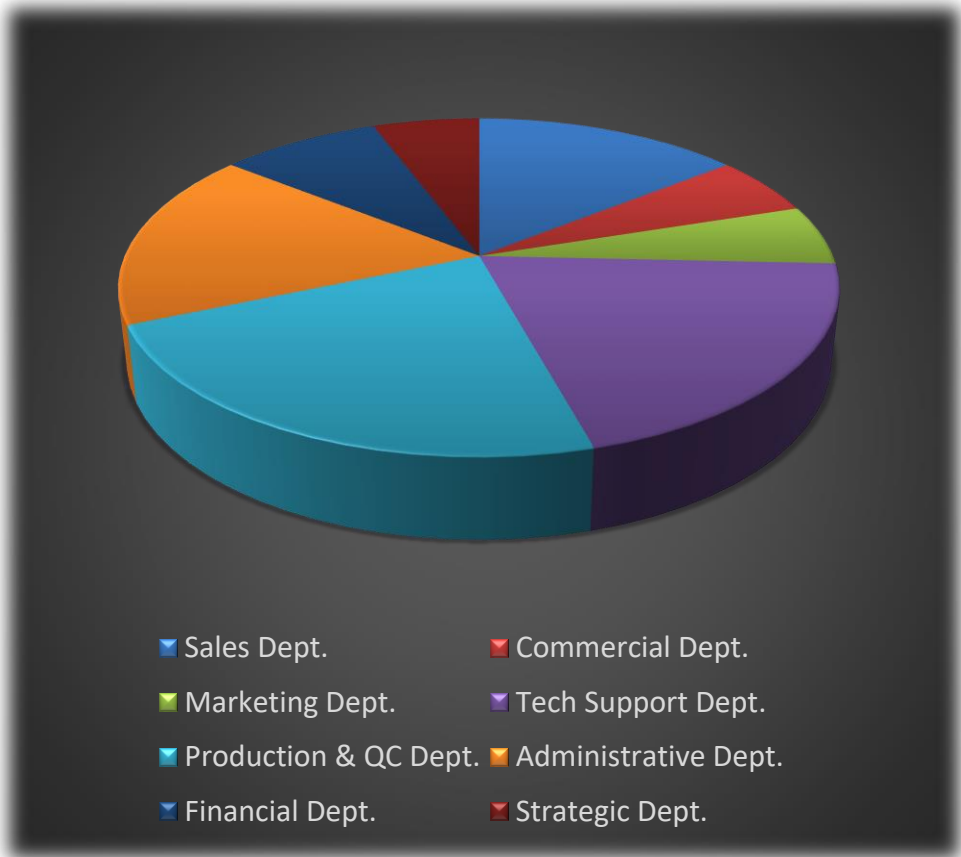




Human Resource

Number of Employees: 35

<i>Sales Dept.</i>	5
<i>Commercial Dept.</i>	2
<i>Marketing Dept.</i>	2
<i>Tech Support Dept.</i>	7
<i>Production & QC Dept.</i>	8
<i>Administrative Dept.</i>	6
<i>Financial Dept.</i>	3
<i>Strategic Dept.</i>	2





Quality & Regulatory Certifications



Our operations comply with internationally recognized quality and manufacturing standards, ensuring reliability, regulatory compliance, and product consistency.



- **ISO 9001** – Quality Management System
- **ISO 13485** – Medical Device Quality Management
- **GMP (Good Manufacturing Practice)**
- **Licensed by Iranian Ministry of Health**



Certified systems ensure full compliance with international manufacturing and medical device standards.

Production line

- ✓ We are the only independent manufacturer of hematology analyzers in Iran that has received our license from the Iranian Ministry of Health, Treatment and Medical Education.

Date: 7/17/2024



جمهوری اسلامی ایران
وزارت بهداشت، درمان و آموزش پزشکی
National Medical Device Directorate
Islamic Republic of Iran

پایگاه اطلاع رسانی
تجهیزات پزشکی
www.imed.ir

IRC List

Company Name: Azta Hoshmand Azma Ltd
Device Name: Part Differential Automated Cell Counters 2/3

Legal Licence Holder:
Legal Licence Holder Country: IRAN, ISLAMIC REPUBLIC OF

IRC	Description	GTIN	Status	Expire Date
3308315575388513	Sample Type: Whole Blood Throughput (tests/hour): 60 Open/Close System: Open Auto sampling: No	06268924700596	Active/Valid	6/22/2027 12:00:00 AM





Manufacturing & Development Pipeline

OUR PRODUCTION AND DEVELOPMENT PIPELINE INCLUDES ADVANCED DIAGNOSTIC SYSTEMS AND MOLECULAR TESTING SOLUTIONS ALIGNED WITH CURRENT MARKET DEMANDS.

- *Blood Gas Analyzer & Test Cartridges*
- *Electrolyte Analyzer & Test Cartridges*
- *Continuous Glucose Monitoring (CGM) System*
- *HPV Genotype Detection Kit*
- *Respiratory 12-Pathogen Nucleic Acid Detection Kit*



Key Facts & Figures (2025)

- ✓ ***45% Market Share in Automated ELISA Systems***
- ✓ ***5.4 Million USD Annual Turnover***
- ✓ ***700+ independent laboratories***
- ✓ ***100+ Hospitals Nationwide***
- ✓ ***31 Professional Employees***
- ✓ ***90% Direct-to-End-User Sales Model***
- ✓ ***15+ Years of Market Experience***
- ✓ ***Exclusive Independent Hematology Manufacturer in Iran***
- ✓ ***Licensed by Iranian Ministry of Health***

International Brand Portfolio



Elisa Instruments and Reagents: Human GmbH, Germany



Hematology Analyzer: Dirui, China



Urine Analyzer: URIT Medical, China

International Brand Portfolio




**CELL ISOLATION
IN AS LITTLE AS
8 MINUTES**

EasySep™ kits for:

- B, T, and NK Cells
- Monocytes
- Granulocytes & Subsets
- HSPCs
- ILCs
- Custom Separations
- and more

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Sales Capability

OUR NATIONWIDE SALES NETWORK DIRECTLY COVERS 90% OF THE IRANIAN MARKET. WE PROVIDE

- *Strong relationships with laboratory decision makers*
- *Competitive pricing strategy*
- *2-Month No-Condition Demo Policy*
- *Direct communication with end-users*





After-Sales Service Strength

**AT ARIA HOOSHMAND AZMA, AFTER-SALES SERVICE IS NOT A DEPARTMENT
IT IS A LONG-TERM COMMITMENT. WE ENSURE OPERATIONAL CONTINUITY FOR
OUR PARTNERS THROUGH RAPID RESPONSE, TECHNICAL EXPERTISE, AND
NATIONWIDE SERVICE INFRASTRUCTURE.**

- *24–48 Hour Technical Response Time*
- *10+ Years Post-Sale Support Commitment*
- *Certified & Trained Service Engineers*
- *Nationwide Service Coverage*
- *Dedicated Technical Hotline Support*
- *Spare Parts Availability & Inventory Management*





Market Presence & Industry Engagement

ARIA HOOSHMAND AZMA MAINTAINS STRONG VISIBILITY WITHIN THE IRANIAN LABORATORY COMMUNITY THROUGH ACTIVE PARTICIPATION IN MAJOR NATIONAL CONGRESSES AND INDUSTRY EXHIBITIONS.

Active participation in 3 major national laboratory congresses annually.



*Booth Exhibition
Tehran Product Demonstration
Customer Engagement*

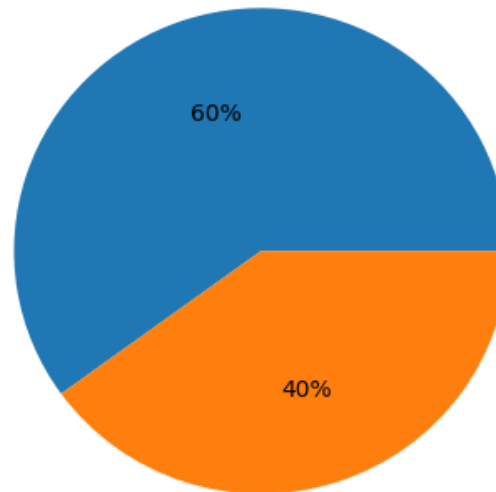




*Booth Exhibition
Tehran Product Demonstration
Customer Engagement*



*Booth Exhibition
Tehran Product Demonstration
Customer Engagement*

*Iran Medical/IVD Market: **2.7 Billion USD Opportunity per year***



 Government Sector  Private Sector

- *870 Government Laboratories*
- *2,900 Private Healthcare & Laboratory Centers*

The government sector controls the majority of procurement budget, positioning Iran as a strong tender-driven opportunity for international manufacturers.

New Product Market Entry Strategy

OUR STRUCTURED APPROACH ENSURES EFFICIENT REGULATORY APPROVAL, MARKET PENETRATION & COMMERCIAL SUCCESS FOR NEW PRODUCT LAUNCHES.

Phase 1 – Regulatory Preparation

- Supplier registration*
- MOH documentation & authorization*
- Product regulatory submission*

Phase 2 – Market Preparation

- Demo device & clinical evaluation*
- Sales & technical team training*

Phase 3 – Market Activation

- Exhibition presentation*
- Direct sales & distributor engagement*
- Targeted marketing activities*

Phase 4 – Commercial Launch

- Tender participation*
- First commercial order*
- Post-launch follow-up*



Regulatory & Tender Process Overview

- ✓ *With extensive experience in regulatory approval and public tender procedures, Aria Hooshmand Azma ensures a structured, compliant, and time-efficient market entry process for international partners.*
- ✓ *Registration Time: **6–8 Months***
- ✓ *Tender Threshold: **10,000 USD***
- ✓ *FX Allocation Process **~30 Business Days***
- ✓ *Full Import & Clearance Cycle **~ 90 Days***

Our experienced regulatory team actively manages each stage to minimize delays and ensure smooth product commercialization in Iran.



Public Tender Framework in Iran

THE IRANIAN IVD MARKET IS LARGELY TENDER-DRIVEN, PARTICULARLY WITHIN THE GOVERNMENT HEALTHCARE SECTOR.

Tender Structure

- ✓ *Tenders mainly conducted by Ministry of Health*
- ✓ *Threshold: Proforma above 10,000 USD*
- ✓ *Typically announced in Q1 & Q4*

Winning Factors

- ✓ *Competitive pricing*
- ✓ *Installed base in the country*
- ✓ *Client satisfaction letters*
- ✓ *Internal approvals*

Post-Award Obligations

- ✓ *90-Day delivery requirement*
- ✓ *Performance monitoring*
- ✓ *Penalties for delays*



Import & Clearance Process Timeline



**THE IMPORT PROCESS IS STRUCTURED AND TIME-DEFINED,
ENSURING PREDICTABLE DELIVERY SCHEDULES FOR OUR
PARTNERS.**

Phase 1 – Regulatory & Banking (≈ 60 Days)

- Proforma registration (1 day)
- MOH approval (7 days)
- FX allocation (30 days)
- International payment processing (≈ 30 days)

Phase 2 – Shipment

- International shipment to Iran

Phase 3 – Customs & Compliance (≈ 10 Days)

- Customs warehouse receipt
- Inspection & insurance
- Bank license
- FDA license
- Customs clearance

Total Estimated Cycle ≈ 90 Business Days



Competitive Advantages

ARIA HOOSHMAND AZMA COMBINES MANUFACTURING CAPABILITY, REGULATORY EXPERTISE & NATIONWIDE MARKET ACCESS, CREATING A STRONG COMPETITIVE POSITION IN THE IRANIAN IVD SECTOR.

- ***45% Market Share in Automated ELISA Systems***
- ***Exclusive Independent Hematology Manufacturer in Iran***
- ***700+ Laboratories & 100+ Hospitals Network***
- ***90% Direct-to-End-User Sales Model***
- ***ISO 9001 & ISO 13485 Certified***
- ***Licensed by Iranian Ministry of Health***



Why Partner With Aria Hooshmand Azma?

WE PROVIDE INTERNATIONAL MANUFACTURERS WITH A SECURE, COMPLIANT & COMMERCIALY EFFICIENT ENTRY INTO THE IRANIAN IVD MARKET.

- *Proven Regulatory & Tender Expertise*
- *Strong Government & Private Sector Access*
 - *Structured After-Sales Infrastructure*
 - *Nationwide Technical Support Coverage*
 - *Tender-Driven Sales Strategy Experience*
 - *Transparent & Long-Term Partnership Approach*



Risk Mitigation in the Iranian Market

OPERATING IN REGULATED AND TENDER-BASED MARKETS REQUIRES STRUCTURED RISK MANAGEMENT. OUR EXPERIENCE MINIMIZES REGULATORY, FINANCIAL, AND OPERATIONAL UNCERTAINTIES FOR OUR PARTNERS.

- *Full Compliance with MOH & FDA Regulations*
- *Controlled FX Allocation & Banking Procedures*
- *Structured Tender Participation Management*
- *Local Inventory & Spare Parts Strategy*
- *Dedicated Regulatory & Documentation Team*
- *Continuous Market Monitoring*

Summary



Aria Hooshmand Azma is ready to become your strategic partner in Iran. With strong regulatory expertise, nationwide sales coverage, manufacturing capability, and proven after-sales infrastructure, we provide a secure and profitable entry to the Iranian IVD market. Let's build a long-term partnership together.