

# India- US Partnership: Opportunities to Collaborate in Medical Devices

Consulate General of India,  
Houston

April 27, 2021



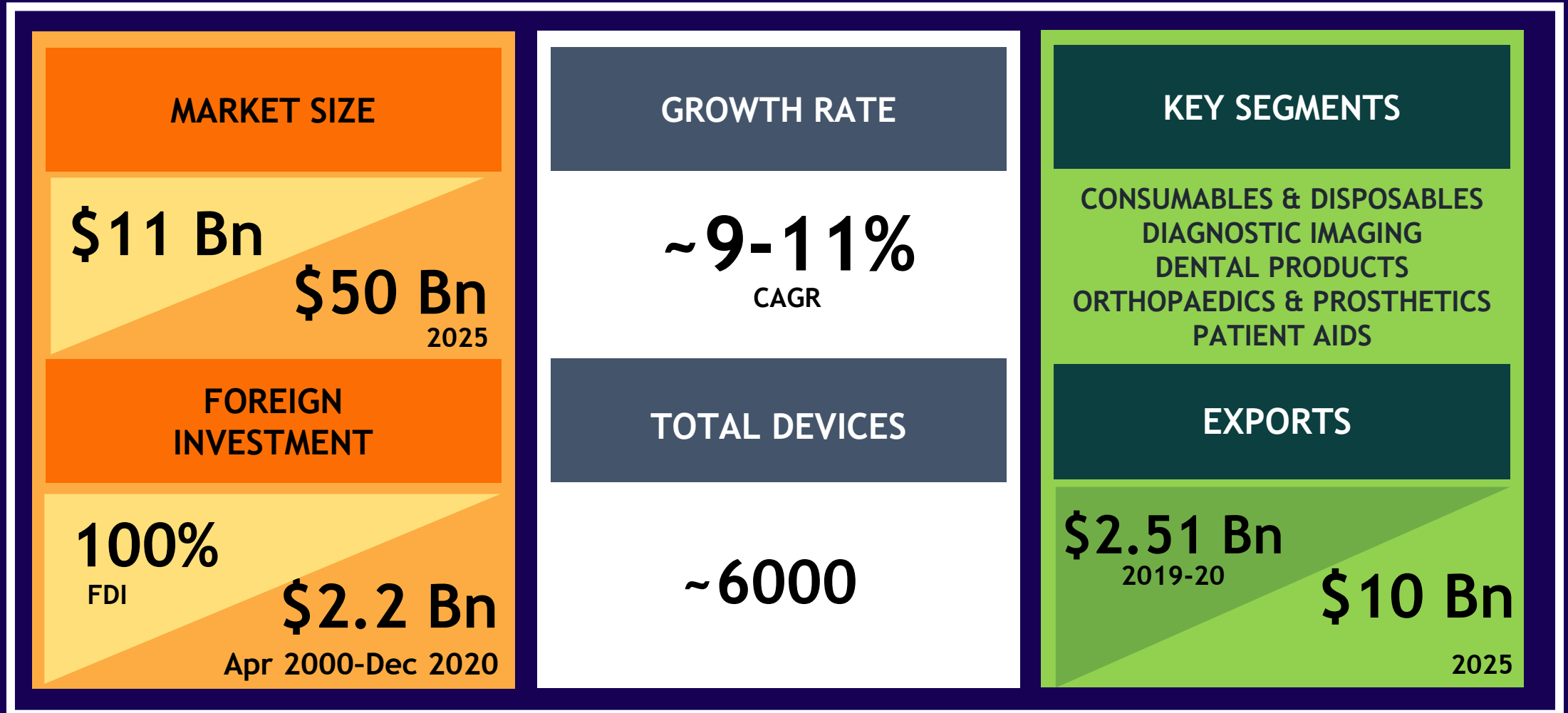
**INVEST INDIA**

NATIONAL INVESTMENT PROMOTION  
& FACILITATION AGENCY



# Sector Overview

India's Medical Devices market is the **4<sup>th</sup> largest in Asia**





# Accessible & Affordable Healthcare

## GROWING DEMAND



### RISE in NCDs

50% of all disease burden  
60% of all deaths



### LIFE EXPECTANCY

> 70 years by 2022



### INCREASING DISPOSABLE INCOME

8% to earn >US\$ 12,000 p.a.



### INSURANCE COVERAGE

20% Indians covered; expected to rise with rising incomes, urbanization

## GROWTH DRIVERS



### SKILLED SERVICE PROVIDERS

Increase by 32% in the next 20 years



### NASCENT MEDICAL DEVICE INDUSTRY

Domestic industry has huge scope for R&D capacity



### STARTUP ECOSYSTEM

4717 health-tech startups, 5985 funding deals amounting to \$70 Bn from 2014-20



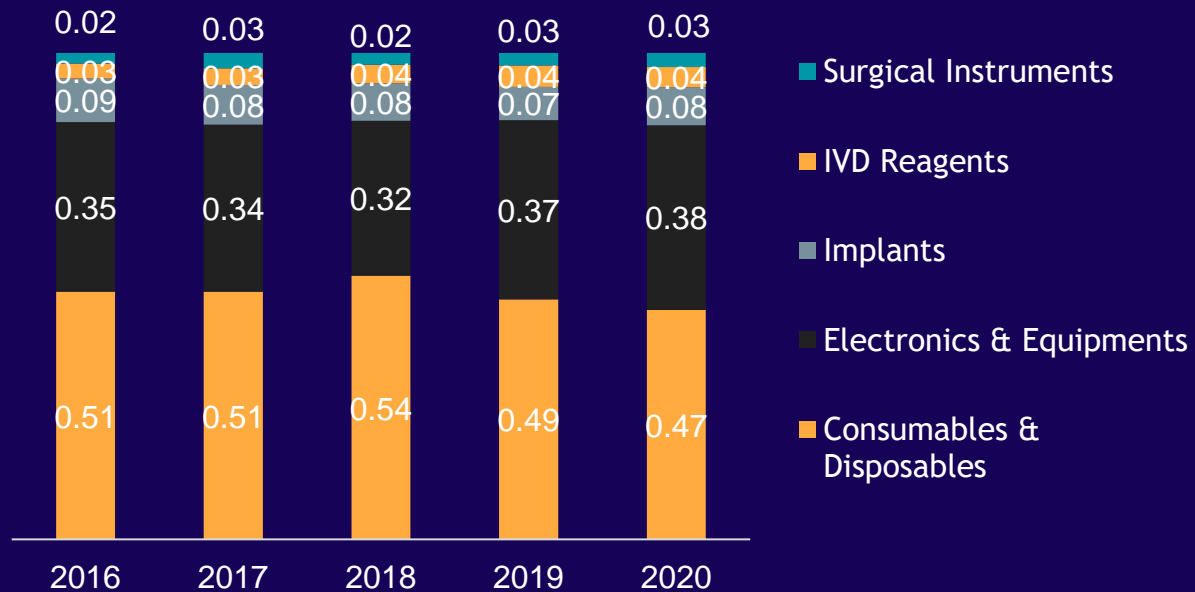
### TRAINING & INSTITUTES

15, 697 Industrial Training Institution (ITIS)

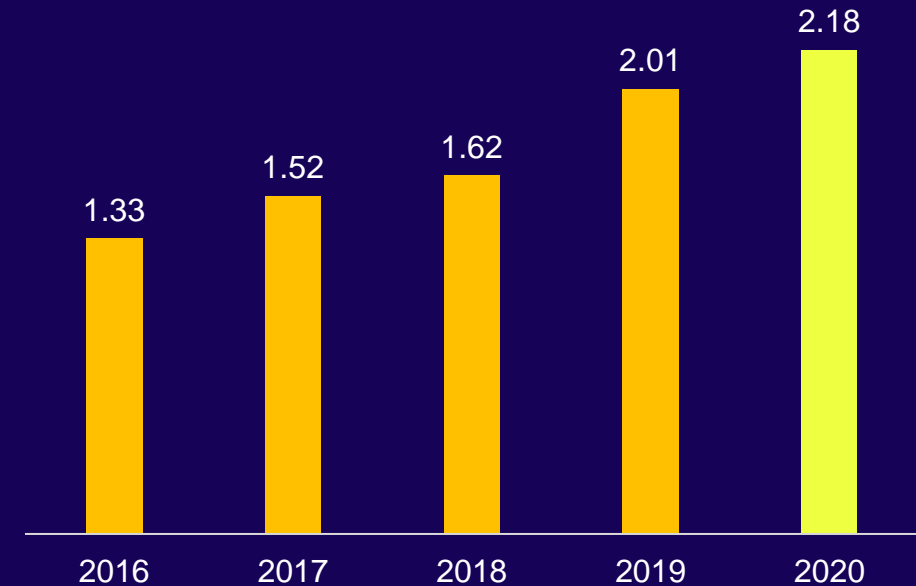


# Indian Medical Device Industry - By Segment

Indian Market Export - By segment (In USD Mn)



Indian Medical Devices Export Market (\$B)



# Why India

## Government Support & Incentives

1

### Scheme for Promotion of Medical Device Parks

Encouragement to State Governments to establish Medical device Parks, Availability of Plug & Play facilities, All clearances under one roof, Establishment of Common Infrastructure Facilities

2

### Production Linked Incentive

Scheme for individual manufacturers for giving financial incentive for production of targeted medical devices, Total outlay - INR 3420 Cr(\$456 Mn)

### Regulatory Support

3

Regulation of all Medical Devices through The Medical Devices (Amendment) Rules, 2020 framed under the D&C Act. First indigenous quality assurance system for medical devices, ICMED

4

### Ease of Doing Business

100% FDI allowed via automatic route, Simplified procedures, elimination of unauthorized imports & sub-standard products, India ranked 63rd in EoDB'20



# Production Linked Incentive Scheme (1/2)



## Incentive Mechanism

Incentive @5% on incremental sales over the base year FY20 for 5 years



28 Applications received for Medical Devices



## Target Segments

1. Cancer care/Radiotherapy
2. Anesthetics & Cardio-Respiratory
3. All implants including implantable electronics
4. Radiology & Imaging Medical Device



Approval to be given in: 60 days for Medical Devices



## Outlay

INR 3,420 Cr (\$456Mn)



# Production Linked Incentive Scheme (2/2)

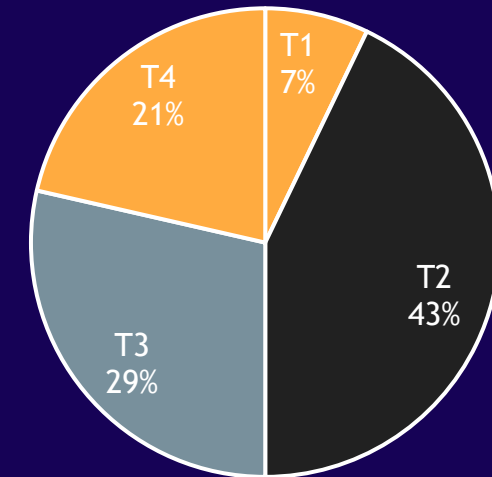
<b>5%</b> Cash Incentive	<b>14/28</b> Applications Approved	<b>873.9 Cr.</b> Committed Investment Approved	<b>4K+</b> Employment Generation
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## APPROVED APPLICANTS



## TARGET SEGMENT WISE ANALYSIS

Applicants Approved



- T1- Cancer care/Radiotherapy
- T2- Radiology & Imaging
- T3- Anaesthetics & Cardio-Respiratory
- T4- Implants

# Cluster Development Opportunities



## HARYANA

### Medical Consumables

Chandigarh, Ballabgarh, Faridabad, Manesar



## GUJARAT

### Pharmaceuticals

Ahmedabad, Vapi Industrial Corridor



## KARNATAKA

### Orthopedics and Prosthetics, Medical Electronics

Bangalore, Mangalore



## MAHARASHTRA

### Pharmaceuticals

Mumbai, Pune, Nagpur



## ANDHRA PRADESH & TELENGANA

### Medical Electronics

AMTZ MedTech Park (Vishakhapatnam)  
Sultanpur Park (Telangana)



## TAMIL NADU

### Medical Electronics

HLL MedTech Park, Chennai\*\*



\*\* Proposed



# Emerging Opportunities: India-US Partnership

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- Expand on the MedTech sector for global presence & position India as a global hub for medical devices
- Make India an attractive destination for medical devices by encouraging manufacturing, innovation, and R&D based on emerging technological landscapes
- Transform India into a hub for medical devices & emerge as the “diagnostic capital” of the world
- Strengthen India’s status as a leading investment destination for increased production of good quality medical devices
- Facilitate Human Resource Development suitable for serving the requirement of MedTech Industry in India
- Promote establishment of medical devices manufacturing zones including strengthening of existing clusters