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China's United Imaging Healthcare strengthens partnership with MedikaBazaar for Indian market leadership

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China-headquartered United Imaging, a global leader in healthcare innovations, recently hosted a meeting with Indian startup MedikaBazaar in Colombo, Sri Lanka, to strategically reinforce their partnership. With a robust four-year collaboration resulting in over 300 installations across India, the teams are now focused on solidifying their position as market leaders.

India is one of the most strategic markets for United Imaging's international business. "With a burgeoning population of 1.5 billion, India has an urgent need for innovative healthcare solutions, holding high growth potential over the next five to ten years", said Dr Jusong Xia, President of International Business at United Imaging Healthcare.

MedikaBazaar, India's largest B2B e-commerce marketplace for medical supplies, has long been dedicated to offering healthcare procurement solutions.

During the meeting, the teams agreed to strengthen their strategic partnership, aiming to jointly secure the top position by 2025 and 2026.

Vivek Tiwari, Founder and CEO of MedikaBazaar, said, "The Indian healthcare market is very competitive, price-sensitive, and people are looking for various modalities. We realise that there is a gap in the market so that we work with United Imaging to make it more accessible."

Dr Jusong Xia remarked, "As a global healthcare innovation leader, United Imaging has innovated a full portfolio of groundbreaking products, such as the world's first total-body PET/CT uEXPLORER, the Next-Generation PET/CT System, the ultra-high-TOF resolution digital PET/CT uMI Panorama, and the world's first whole-body ultra-high field 5T MR, the uMR Jupiter 5T, as well as the fully Integrated CT-linac that will soon be introduced to India."