BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

New Zealand's MARS Bioimaging to scale-up world-first colour CT imaging system

September 4, 2025 | News

Spectral molecular imaging scanners enable point-of-care colour X-rays for musculoskeletal diagnosis -addressing a significant unmet need



MARS Bioimaging, a New Zealand-headquartered medical device company specialising in spectral molecular imaging CT scanners that deliver 3D colour X-rays for point-of-care diagnosis, is advancing the final phase of its Series A investment round to support clinical commercialisation milestones.

Following a successful initial close of $7.6 million last year, the company is now selectively engaging with new investors to support its next stage of scale, with a total raise target of $10 million under the same terms as the initial close.

The additional capital will accelerate the company's growth, including market and technology development, talent acquisition, and scaling of production and supply chain capabilities.

MARS Bioimaging has also strengthened its leadership team, with the appointment of Dr Ojas Mahapatra as Group Chief Executive Officer. Dr Mahapatra is an accomplished executive with more than a decade of experience scaling and transforming deep-tech companies in global markets.

MARS Bioimaging's Series A funding round is being led by Pacific Channel, a New Zealand-based venture capital firm that focuses on investments in deep technology, including the future of health.

MARS Bioimaging has developed the world's first colour CT imaging system designed to transform diagnostic imaging at the point of care. Unlike traditional black-and-white, low-resolution scans, MARS delivers high-resolution, 3D colour images of the inside of the body – for faster, more accurate diagnoses.