

## Indian government launches Rs 500 crore MedTech scheme

On 8th November 2024, The Indian government launched a 500 crore scheme to strengthen the medical device industry, focusing on boosting domestic manufacturing, reducing import dependence, and fostering innovation. Union Minister Mr. JP Nadda described the scheme as a transformative step toward self-reliance, with support for skill development, clinical studies, infrastructure, and industry promotion.

The scheme comprised five sub-schemes, including 110 crore allocated for developing common infrastructure in medical device clusters, such as R&D labs and testing facilities. A marginal investment scheme with 180 crore aimed to deepen the MedTech supply chain by incentivizing local production of key components and raw materials. Capacity-building efforts, supported by 100 crore, focused on skill development through master's and short-term courses. The clinical studies support scheme, also worth 100 crore, provided financial aid for animal and human trials to validate medical devices, promoting safety and international compliance. The final 10 crore allocation promoted industry events and market surveys to boost visibility.

The initiative addressed key challenges, such as a lack of infrastructure and over-reliance on imports, with grants and subsidies for manufacturers. By fostering innovation and enhancing the MedTech ecosystem, the scheme aimed to position India's \$14 billion medical device market to grow to \$30 billion by 2030.





## **6.5 Lakh seniors enroll in Ayushman Bharat after expansion**

On 12th November 2024, it was noted that in just eleven days following the expansion of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PMJAY) to include individuals aged 70 and above, nearly 6.5 lakh senior citizens enrolled and received Ayushman cards. Kerala led the way in new enrollments, followed by Madhya Pradesh, Uttar Pradesh, Karnataka, and Haryana. The scheme's expansion, announced by Prime Minister Narendra Modi, aimed to provide free medical treatment up to Rs 5 lakh per family annually for senior citizens, regardless of their income.

Launched in September 2018, PMJAY is the world's largest publicly funded health insurance scheme, providing secondary and tertiary care hospitalization to 55 crore individuals, covering 12.34 crore families. The scheme includes free treatments such as surgeries, ICU care, medicines, and consultations. The Union Cabinet approved the inclusion of senior citizens aged 70 and above on September 11, 2023, enabling them to avail of health coverage without any income-based restrictions.

The scheme, which has already facilitated over 7.37 crore hospital admissions, has significantly benefited the public, saving more than Rs 1 lakh crore in medical expenses. In January 2022, the scheme's beneficiary base was expanded to 12 crore families, factoring in India's population growth. Additionally, healthcare benefits were extended to 37 lakh ASHAs and AWWs and their families.





## FICCI-EY Report calls for better cancer care access

A new report, "Road Map for Making Cancer Care Affordable and Accessible in India," was launched by FICCI-EY Parthenon after a year-long series of roundtable discussions held in collaboration with the Ministry of Health & Family Welfare on 12th November 2024. The report highlighted the urgent need for a dedicated national cancer care policy with specific funding for India's six most prevalent cancers. It highlighted that fewer than 30% of districts had access to comprehensive cancer centers, reflecting significant healthcare disparities.

India's cancer burden was reported to be growing rapidly, with nearly 20 lakh cases officially recorded in 2022. Experts estimated the actual numbers could be 1.5 to 3 times higher, with new cases projected to reach 45 lakhs in the next five to six years. Dr. Harsh Mahajan, Chair of the FICCI Health Services Committee, called the report a blueprint for policymakers and healthcare providers to transform cancer care.

The report recommended rolling out a Comprehensive National Cancer Care Policy to fund diagnostics and treatments. It also advocated for updating government health schemes to include top-up cancer coverage, potentially increasing benefits to INR 15-20 lakh. Experts like Srimayee Chakraborty, Partner, Healthcare Services, EY Parthenon India, and Malti Sachdev of Siemens Healthcare highlighted the role of public-private partnerships and the need for awareness and screenings to improve access to innovative cancer treatments.



## India tops the World in Diabetes cases: Report

A study published in The Lancet revealed that India had the highest number of diabetics in 2022, with 212 million cases, surpassing China (148 million) and the USA (42 million). Globally, the number of adults with diabetes reached 828 million in 2022, more than quadrupling from 198 million in 1990. India's diabetes rate doubled between 1990 and 2022, rising to 23.7% in women and 21.4% in men. The increase was attributed to revised diagnostic criteria and India's larger population.

The study analyzed data from over 140 million adults across 1,000 studies worldwide. Researchers found that global diabetes rates doubled over three decades, with low- and middle-income countries (LMICs) experiencing the highest increases. While diabetes rates in high-income nations like Japan and Western Europe remained low or declined, Pacific Island nations, the Caribbean, and parts of the Middle East reported rates exceeding 25%.

India had the highest number of untreated diabetics, with 133 million adults aged 30+ not receiving medication, compared to 78 million in China. Treatment coverage in India was significantly lower, at 28-29%, compared to higher-income countries like the USA. Researchers emphasized the need for policies promoting healthy diets, exercise, and increased access to diabetes treatment, especially in LMICs.





## Telangana Govt hosts AI in Healthcare Summit

On 18th November 2024, the Government of Telangana hosted the “AI in Healthcare Summit: Road to BioAsia 2025” to explore the applications of Artificial Intelligence (AI) in the healthcare sector, highlighting its relevance in India. Mr. Duddilla Sridhar Babu, Telangana’s Minister of Industries and Commerce, highlighted AI as a transformative technology revolutionizing drug discovery, diagnostics, and patient care. He emphasized the government’s efforts to establish Telangana as a global AI hub by fostering collaboration among government, academia, and industry to tackle real-world healthcare challenges.

Mr. Jayesh Ranjan, IAS, Special Chief Secretary, Department of Commerce and Industries, discussed the significant impact of AI-driven advancements, noting their role in improving equitable access to healthcare, even at the grassroots level. He highlighted the importance of developing AI solutions tailored to India’s healthcare needs. The summit served as a platform for exchanging ideas, forging partnerships, and driving progress toward an AI-powered healthcare ecosystem. Telangana’s initiatives laid the groundwork for leveraging AI to create a more efficient, accessible, and patient-centric healthcare system. The event showcased the state’s commitment to advancing AI technologies to address healthcare disparities and enhance the quality of care, marking a significant step in its preparations for BioAsia 2025.

## India's MedTech industry set to hit \$50 Billion by 2030: EY Report

The Indian MedTech market was valued at \$12 billion in 2023 and is projected to grow to \$50 billion by 2030, with a CAGR of 20.1%, according to an EY Parthenon report. This growth was attributed to factors such as digital integration by MedTech start-ups, government policies, and increasing demand for innovative healthcare solutions. Over 70% of innovations from Indian start-ups involved technologies like AI, IoT, and cloud computing, which have revolutionized healthcare accessibility and delivery.

EY Parthenon analyzed 100 start-ups—50 Indian and 50 global—to identify innovation trends. Indian start-ups focused on early disease detection, home care, advanced materials, minimally invasive techniques, and digital integration. Among these, 63% of innovations were digitally integrated, while 21% were driven entirely by digital technologies.

Key drivers for the sector's growth included rising chronic disease prevalence, an aging population, increased healthcare insurance coverage, and medical tourism. Government initiatives, like the National Medical Device Policy, 2023, and Production Linked Incentive (PLI) schemes, aimed to reduce import dependence, boost exports, and position India as a global MedTech hub. The report highlighted innovation models—incremental, substantial, and breakthrough—focused on safety, affordability, and efficiency, with technologies like AI enabling real-time data analysis and personalized care.



## India's healthcare sector to double, reaching \$120 Billion by 2030: Report

The Indian healthcare sector was projected to grow from \$60 billion to \$120 billion by 2030, as highlighted in a joint OPPI-BCG report. India's robust pharmaceutical ecosystem, supported by visionary government policies, solidified its position as a global pharma powerhouse. International pharmaceutical companies played a pivotal role by introducing advanced technologies, strengthening local production and research capabilities, and developing patient-centric initiatives.

The report suggested that 70% of global pharmaceutical companies could achieve annual growth rates exceeding 10% in India over the next five years. However, these opportunities were accompanied by challenges, such as irregular coverage for specialized medications, complex pricing systems, and varied healthcare infrastructure. Addressing these required tailored strategies, including localizing product ranges and adapting business models to align with India's unique market conditions.

Leaders from OPPI and BCG emphasized the importance of understanding local dynamics for success. Key strategies included implementing patient access programs, fostering strategic partnerships, and empowering healthcare providers. The report also outlined eight principles to guide global pharmaceutical firms in navigating India's high-growth market effectively.

India's healthcare advancements, driven by innovation and strategic government support, positioned the nation as a critical player in the global pharmaceutical landscape, presenting significant opportunities for growth and collaboration.



### ***About Avian WE's Healthcare E-Newsletter:***

The content for this newsletter is sourced from news and information available in the public domain, in industry reports and as reported by mainline media.

**Contact us:** For any questions or feedback, please write to [AvianWE-Healthcare@avianwe.com](mailto:AvianWE-Healthcare@avianwe.com)