

# India Market Entry Strategy: Cardiac Diagnostic Solutions

Assessment of Opportunity, Stakeholders, and Roadmap for European Company

By: Prachi Samarth

# Executive Summary

- **Market Opportunity :** India's cardiac diagnostics market is projected to reach **USD 4-4.5B by the early 2030s.**
- **The Buyer Landscape :** Decision-making is mostly **clinician-led.** Cardiologists and Heads of Departments (HODs) define the clinical need and shortlist devices , while procurement teams focus on ROI and budget approvals.
- **Recommended Strategy:** Execute a **Direct, Pilot-led entry** specifically targeting Tier-1 private hospital chains.

# Market Size & Demand Potential



**Market Scaling:** The market is expected to nearly double by 2030, currently growing at a CAGR of ~6.8% to 9.2% depending on the specific device sub-segment.



**Disease Burden:** Cardiovascular disease (CVD) is the leading cause of death in India (~27% of all mortality). Prevalence is significantly higher in urban areas (~12%) vs. rural (~6%).



**Hospital Concentration:** Over 70% of market value is generated by hospitals and catheterization labs.



**Strategic Insight:** Entry should prioritize **urban Metros** (Delhi, Mumbai, Bangalore) where 60-65% of specialized procedures occur.

# Primary Research Methodology

- **Objective:** To understand the specific roles of buyers, decision-makers, and influencers in the Indian hospital ecosystem.
- **Geographic Scope:**
  - Tier-1 Metros (60-65% Sample):** Mumbai, Pune, Bangalore, Delhi. Focus on high procedure volumes and Key Opinion Leaders (KOL) influence.
  - Tier-2 Cities (35-40% Sample):** Ahmedabad, Coimbatore, Indore, Kochi. Focus on price sensitivity and operational constraints.
- **Target Stakeholders:** In-depth interviews with Cardiologists/HODs, Hospital Purchase Managers, Cath-Lab Managers, and KOLs.

# Stakeholder Ecosystem

## Primary Decision Maker: Cardiologist / HOD

- Values clinical performance, ease of use, and integration with existing workflows.

## Financial Screener: Hospital Purchase Manager / CEO

- Prioritizes ROI, financing options, and long-term vendor reliability.

## Operational Screener: Cath-Lab Manager / Biomedical Engineer

- Focuses on installation compatibility, training, and technical support.

## Market Influencer: KOL Cardiologists

- Shape peer adoption through international validation, publications, and clinical trials.

# Hospital Decision Making - From Pilot to Purchase

Procurement Approval: Final management approval granted based on ROI, price, and clinical pull.

- Clinical Need Identification: Cardiologist identifies a gap in current diagnostic accuracy or workflow efficiency.
- Shortlisting & Evidence Review: Devices evaluated based on clinical performance and global evidence.
- Cath Lab Pilot: A direct pilot is conducted in the hospital to test real world usability.
- Procurement Approval: Final management approval granted based on ROI, price, and clinical pull.

# Target Segments & Geography

---

**Segment Focus:** Private Hospital Chains (e.g., Apollo, Fortis, Max).

---

**Rationale:** Private hospitals offer faster decision-making, better ability to pay, and higher adoption of advanced diagnostics compared to the public sector.

---

**Geography:** Target Tier-1 Metros (Mumbai, Delhi, Pune, Bangalore) first, as they contribute **~60-65% of specialized procedures** and have strong KOL presence.

---

**Strategic Insight:** Metro hospitals benchmark against global clinical standards, making them the most practical starting point.

# Recommended Entry Strategy & Scaling

- Phase 1: Entry (Initial Years): Direct Sales & Pilots in Tier-1 private hospitals. Focus on intensive clinician engagement and building clinical proof.
- Phase 2: Scale : Distributor led expansion into Tier-2 cities (e.g., Ahmedabad, Kochi). Use Phase 1 results as clinical proof to drive adoption in price sensitive regions.

Rationale: A direct start enables the high-touch training required for complex devices, while distributors provide cost-efficient coverage for later growth.

# Final Strategic Takeaway

---

**Core Strategy:** India is an attractive but **clinician-driven market.**

---

**Key Action:** Establish clinical evidence and reference sites in the private sector for better positioning.

---

**Long-term Goal:** Transition to a hybrid model that combines direct KOL management with distributor led regional reach for maximum market penetration.

Thank You