



ENIGMA CASE CHALLENGE: OPTIMIZING MEDULANCE FOR SPEED, TRUST & SUSTAINABILITY IN EMS

**TEAM : CASE MATES
NIT RAIPUR**

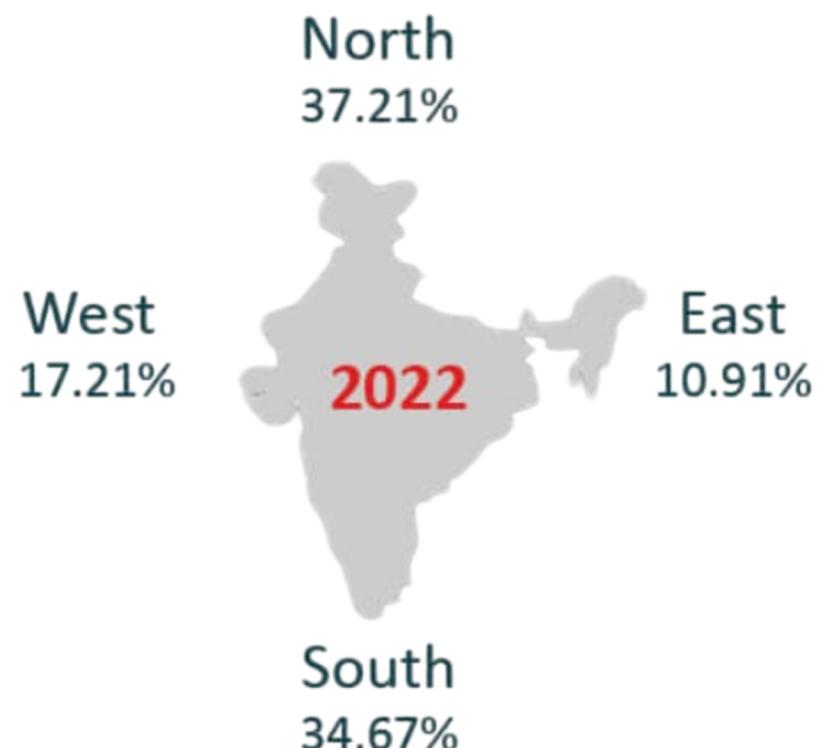
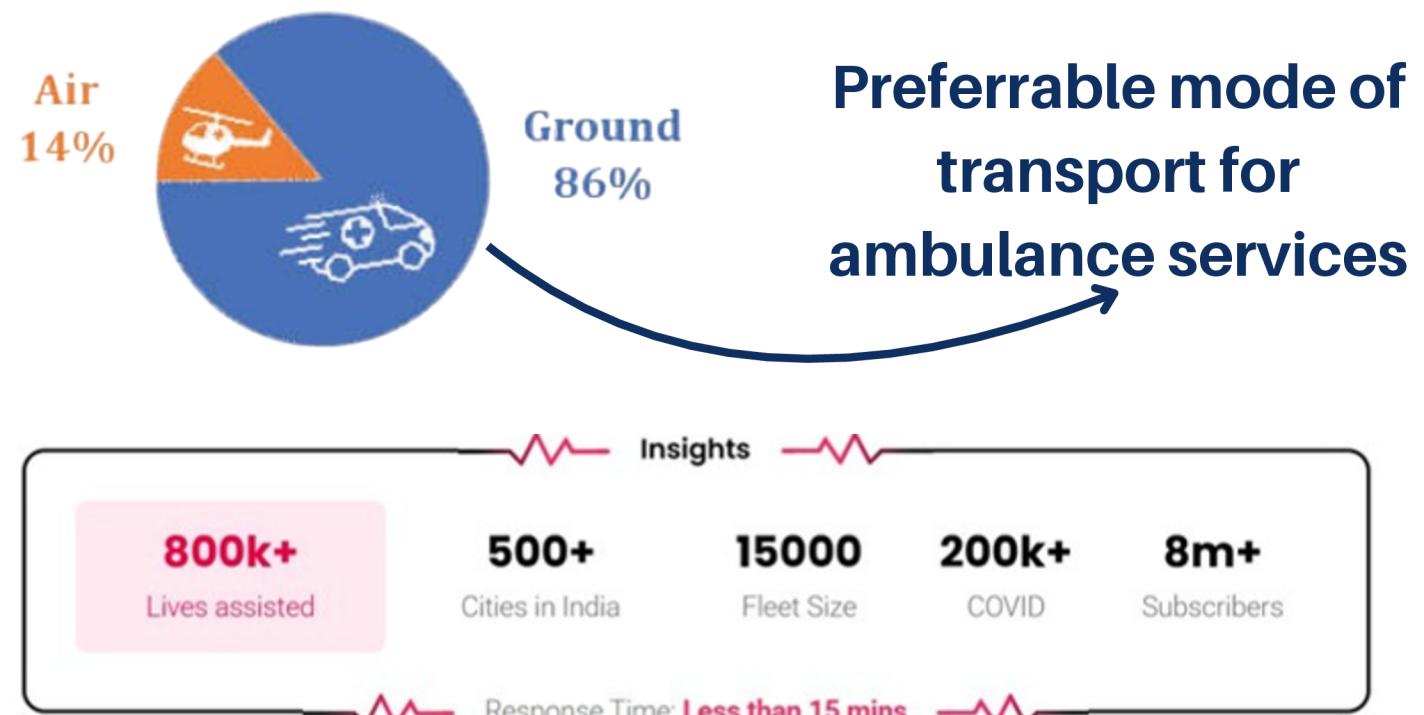


OVERVIEW & CHALLENGES

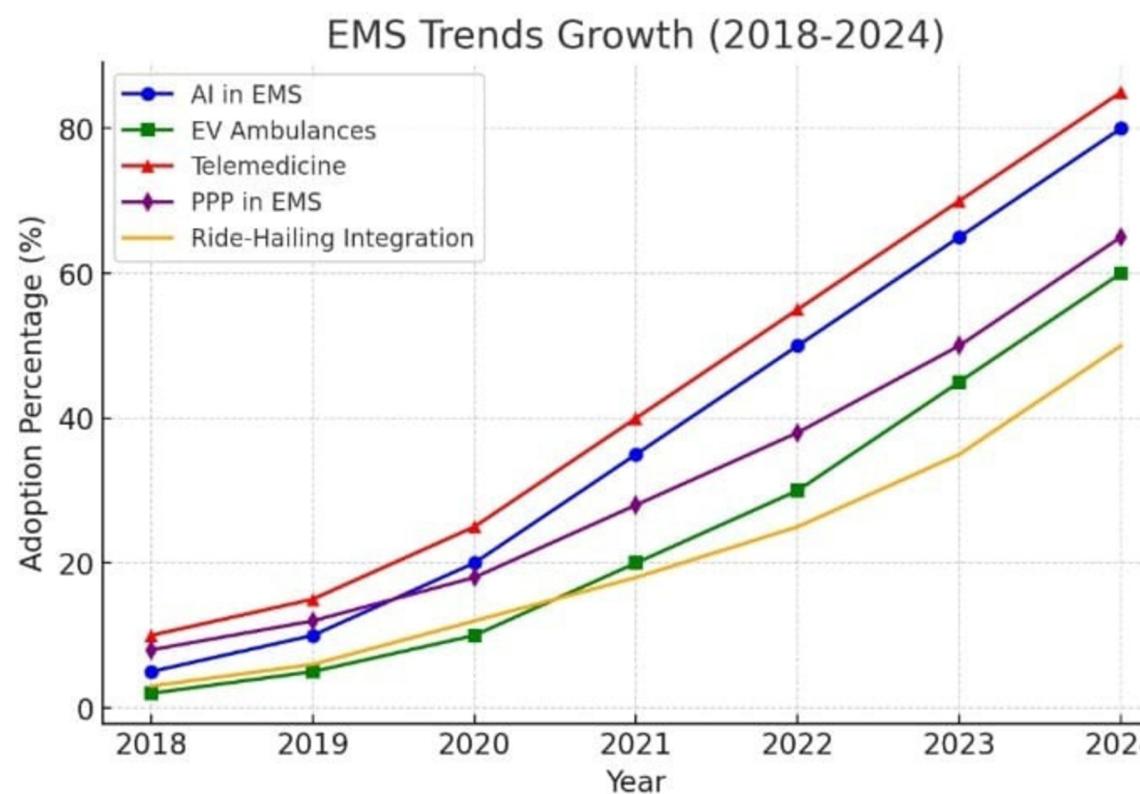


About Medulance

India's first, GPS based technology platform for fast and reliable first point medical attention. With an increasing emphasis on promoting independent living today, having access to the nearest ambulance to you can provide much needed peace of mind in a worst case scenario.



EMS TRENDS



BLINKIT'S IMPACT



Increased Competition for Medulance



Hyperlocal Logistics Strength



Technological Upgrade in EMS



Extensive Delivery Network



Customer Data in Medical purchase



CHALLENGES



Intense Competition



High operational Cost



Slow Government Approvals



Infrastructure Limitations



Limited App-Driven Accessibility

REDUCE MEDULANCE'S AMBULANCE RESPONSE TIME



Micro-Hub Ambulance Stations:

We need to develop stationed ambulances that is similar to Blinkit's Hyperlocal Model.



Telemedicine Integration:

Equipped that ambulances which are having telemedicine kits for remote doctor consultations before pickup of patient.



Dynamic Routing System:

We need to develop real time GPS tracking with AI driven route for route optimization to avoid traffic delays.



AI Powered Dispatching:

We are using AI and predictive analytics to pre-position ambulances based on historical emergency patterns.



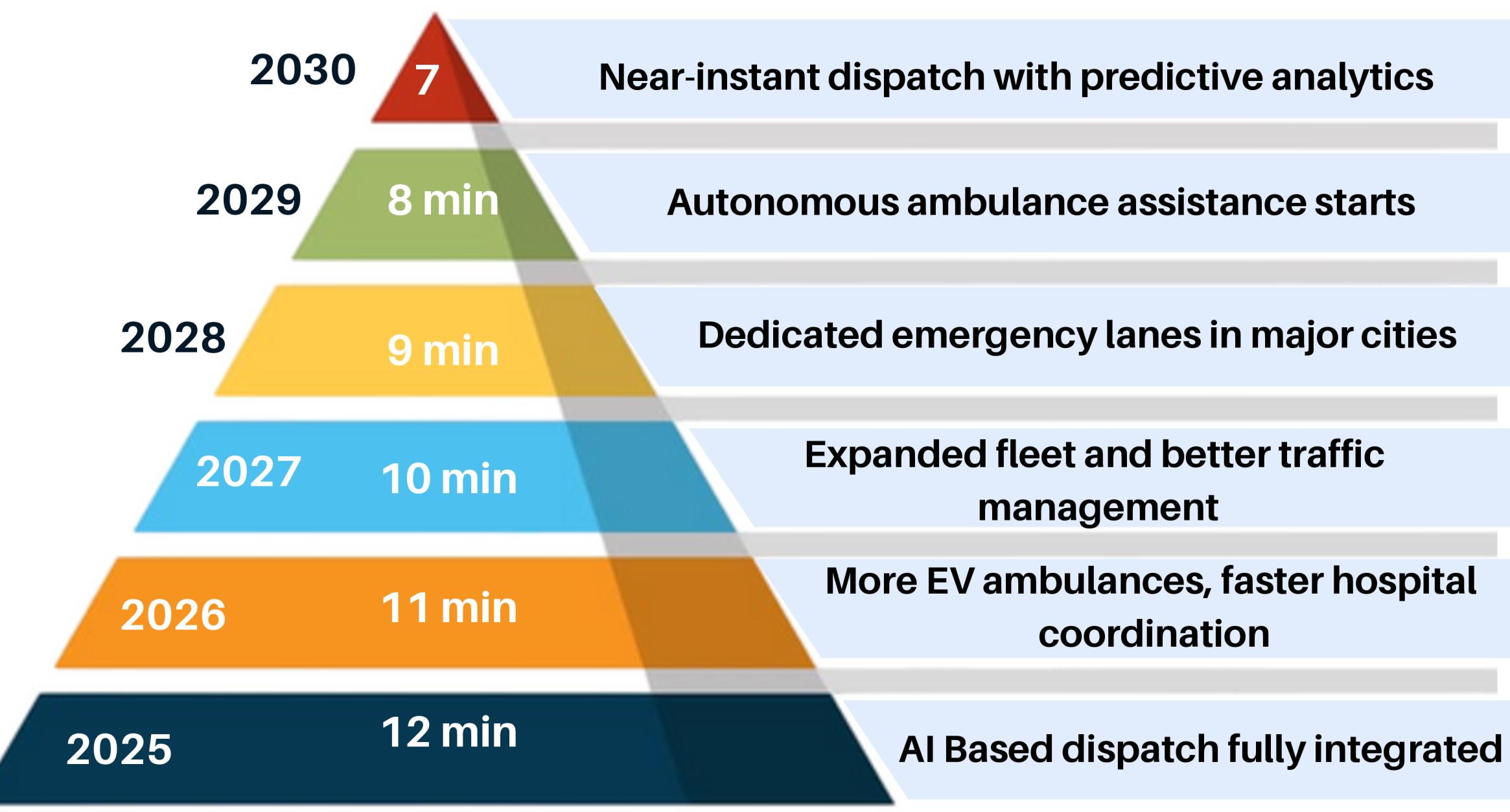
Public-Private Partnerships:

Collaboration with government bodies and private hospitals for shared EMS infrastructure.



PROJECTED RESPONSE TIME

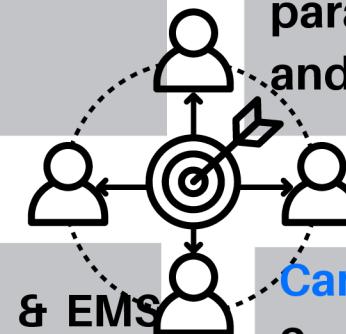
KEY IMPROVEMENTS



STRENGTHEN BRAND RECALL AND TRUST

BRAND RECALL

B2B Collaborations with Corporates & RWAs for priority services.



Launch a healthcare super-app that assists with emergency services, paramedic support, home healthcare, and urgent medicine assistance.

Loyalty Programs & EMS Subscription Models for long-term retention.

Campaign Programs: "Not Just Speed, But Life-Saving Expertise. Along with Social Media marketing with medical professionals.

5 T's MODEL



App Enhancement

1. UI/UX Improvement for faster access and real time GPS tracking.
2. AI Powered Emergency Prediction , personalized SOS triggers
3. Seamless payment like multiple payment options of UPI , Wallets, BNPL

TRUST

FEATURES

1. Years of Expertise



2. Integrated Emergency Services



3. Various Types of Ambulances



4. Customer Base



Medulance

established in 2017, has been providing emergency medical services (EMS) for over 8 years

Medulance offers medical care services like MeduErs, MeduClinic, MeduAlert & MeduFit.

Offers different ambulance services based on requirement like ALS, BLS, PTA & Mortuary van.

Assisted over 1.5 million patients, establishing a strong reputation in emergency care.



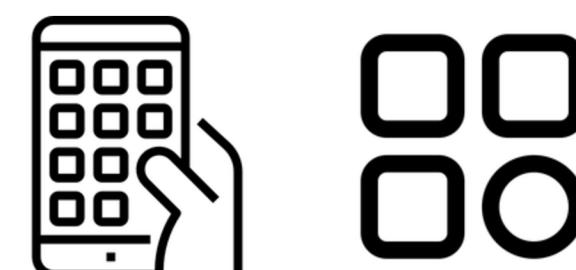
Blinkit

Blinkit launched its 10-minute ambulance service in Gurugram in January 2025

It does not offer services similar to Medulance except for rapid EMS.

Currently offers Basic Life Support (BLS) ambulances, equipped with essential life-saving equipment.

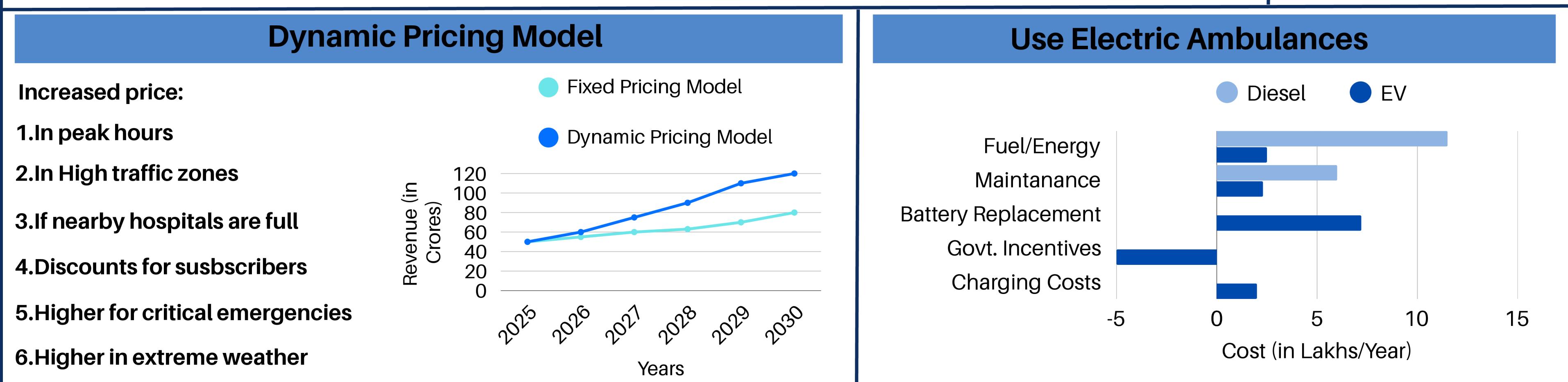
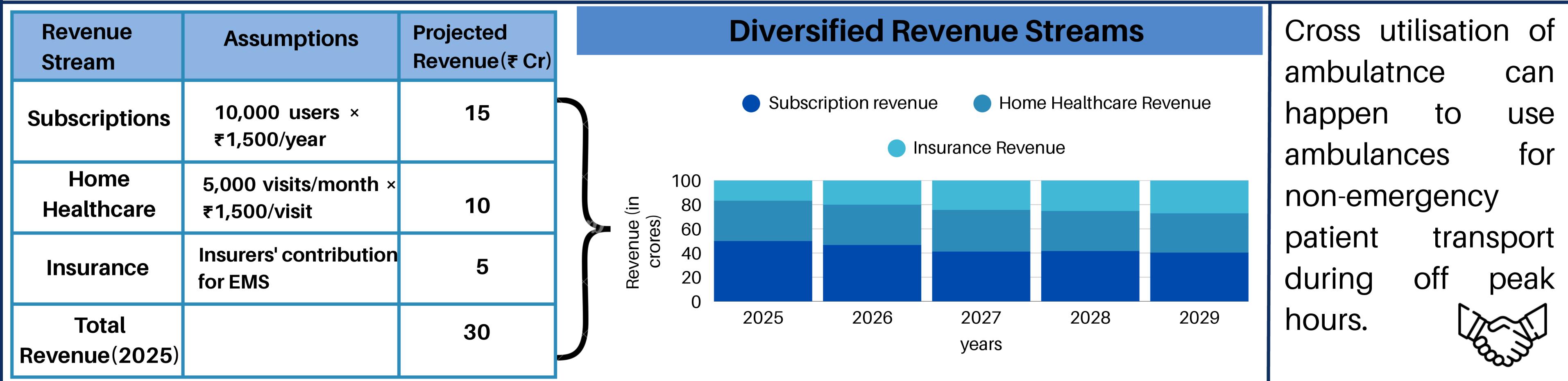
Leverages existing customer base from quick-commerce operations, still developing.



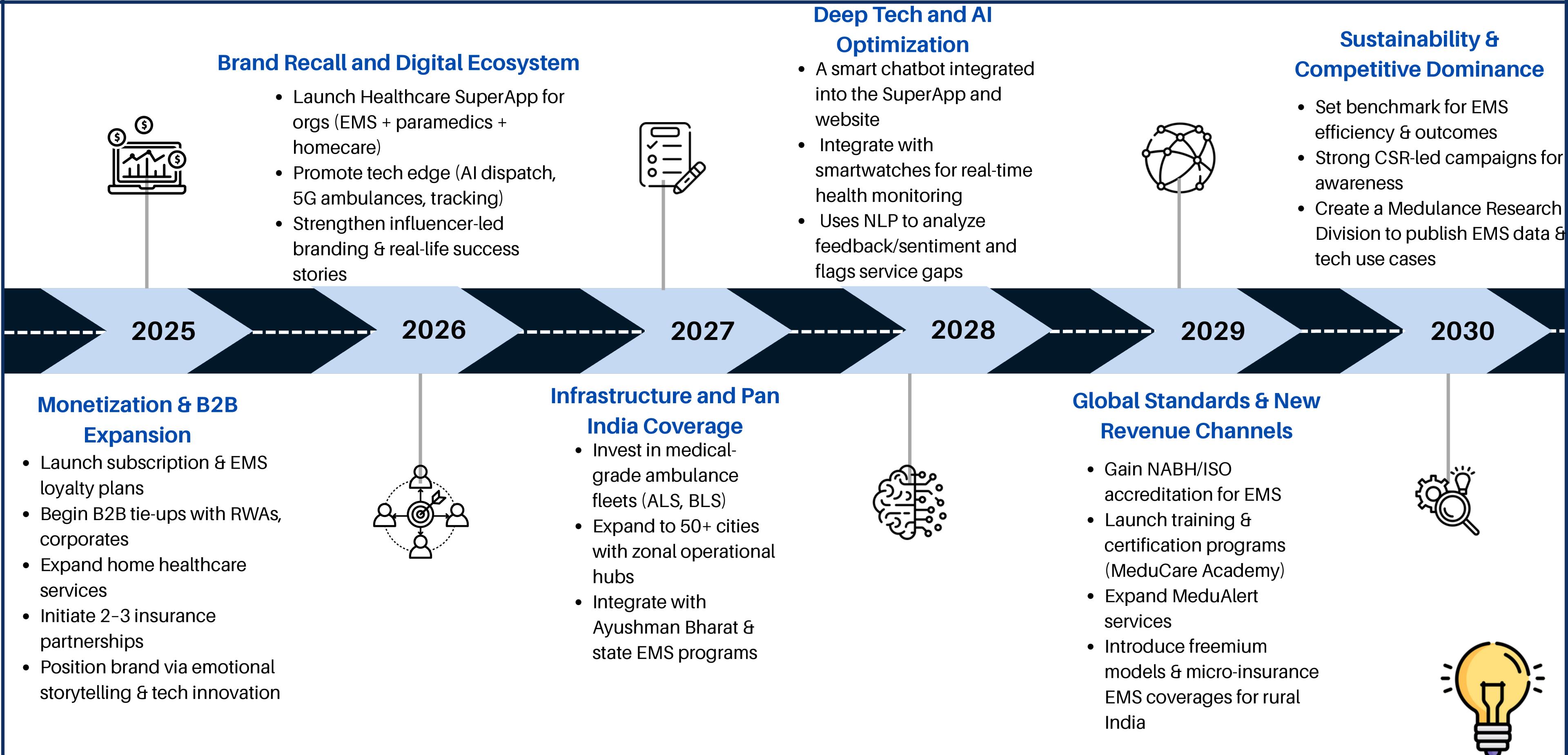
Collaboration with Ride Hailing Services

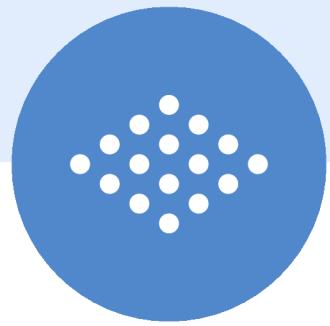


FINANCIAL SUSTAINABILITY BY OPERATIONAL OPTIMIZATION



CONCLUSION & ROADMAP





>>>> THANK YOU! <<<<