



Medicall

INDIA'S LARGEST & NO.1 HOSPITAL EQUIPMENT EXPO

2022 - 2023

A Successful Year In Review

Your Gateway to Indian Healthcare

www.medicall.in

About Medical

- Organized by Medexpert Business Consultants Pvt Ltd, promoted by Dr. Manivannan S, Managing Director of Kauvery group of hospitals a 2000+ bedded Hospital group in South India.
- India's largest B2B Medical Equipment Exhibition
- Medical serves as a marketing platform wherein the equipment companies showcase their products and services to Hospital owners and decision makers.
- Medical is being organized by people who have been in Healthcare field for many years, hence the content and the quality of the visitors are expected to be better than any other previously held event.
- Medical shows are held at Chennai, Mumbai, Delhi, Ahmedabad, Hyderabad, Kolkata and Colombo.
- The first Medical exhibition was introduced in 2006.

I am extremely happy to visit Medical 2022 after two years of break due to Covid19. Medical has grown leaps & bounds, their entire halls are full in spite of not having International crowd and lot of energy, knowledge and participation. I am very sure as a Medical exhibitor in India, Medical stands very tall and another 10 to 15 years period it can become a very strong global player and I wish Medical team especially Dr. Manivannan S and their team to keep focused and produce such a wonderful platform to Indian to get all Indian products and also make all Indian products reach globally and congratulations Team Medical

Chief Guest Mr. Bona Kusuma, Trade Attache,
Embassy of Republic of the Indonesia. New Delhi.
India.



Dr. S. Manivannan
Founder & CEO-Medical

What our exhibitors had to say:



"We have been in healthcare infrastructure business for since 1953. This year, we are celebrating our 69th year. We are very proud to be associated with Medicaall exhibition since its inception in 2006. We are pleased to see how medical has grown and created the bridge between caregivers and solution providers. It created a situation where caregivers & hospital owners have huge plethora of position to choose by coming to the exhibition and even opening their eyes to new technology and new solutions available in the market. All cheers to Medicaall."

Mr. Pankaj Narula,
Managing Director, Sun Narula Group



It is our great pleasure to be part of the medical event and we are also participating after two to three years due to Covid-19. We could see a fantastic arrangement made by the entire event management team and we could see the extremely good foot fall of customers and it has been an encouraging environment for us. Thank you for the wonderful arrangement from Medicaall team."

Mr Krishnamoorthy,
Head – Sales Operation (Commercials), IFB



"We are participating in Medicaall for the first time and it's our first foray by participating in India. We are happy to be a part of Medicaall event and an interesting exploration for us in Indian market. We had lot of interactions with the right stakeholders and we got a lot of appreciation for our innovation. We had also participated in Healthcare Innovation awards 2022. We think, it's interesting to be a part of Medicaall Chennai 2022 and looking forward for the other editions. We will also evaluate our participation in other editions."

Mr. Arjun Kumar,
Global Marketing Manager at BOSCH



"Our 3 days was spent with the most meaningful and potential conversations with visitors from Uttar Pradesh, India and Dhaka, Bangladesh. This brought us opportunities to expand our network cross borders and we are delighted to meet our guests. We would like to thank all the visitors at Medicaall in Kolkata for showing their interest in our services of medical industry with Air Ambulance Medical Tourism, Organ Transplant and Patientcare"

Vishjet



"We are here as a Bavarian pavilion with eight companies from Bavaria. This time, we have participated to get into the Indian market. We already Participated for 5 to 6 times in Medicaall. Thanks to this exhibition, many Bavarian small and medium size companies on very high specialized level are coming here. We are looking for long term partnership with win-win situations for all. There are around four hundred small and medium size companies in Bavaria and they all are trying to provide good and high quality professional jobs and exports of their end products & services to various countries including India. These companies are trying to find partners and distributors in India particular Chennai for selling their products in long term and Medicaall provided the best platform for doing so."

Mr. Torsten Wagner,
Bayern International, Germany

Exhibitor Profile

3D printers
Ambulance
Anaesthesia Workstation
Biomedical Waste Management
Cardio Thoracic Equipment
Castor Wheels
Clinical Equipment
Cold Chain Storage Solutions
CSSD Equipment
CT Scan, MRI Machine, Cathlab,
PET scan, Mammography
Dental Chairs & Equipment
Diagnostic Kits
Dialysis Machines
Digital Radiography solutions
Disposables & Consumables
ECG Machines & Defibrillators

ENT & Ophthalmological Equipment
Gynaecology equipment
Heart & Lung Machine
Home Healthcare Products
HMS & LMS
Teleconsultation & Mobile App Platform
Hospital Beds & Stretchers
Hospital Furniture
Hospital Hollowware
Hospital lighting solutions
Implants
IVD Laboratory Equipment
IVF Labs equipment
Laparoscopy & Endoscopy
Mannequins
Medical Equipment Accessories
Equipment Calibration & Testing

Mobility Solutions
Modular OT
Neonatal Equipment
NICU Equipment
Nurse Call System
OT & ICU Equipment
OT Tables & OT Lights
Oxygen Plants & Generators
Power Solutions
PPE Kits
Pulmonology Products
Rehabilitation Equipment
Sterilization Products
Storage Solutions - Pharmacy
Surgical tools & Instruments
Ultrasound Equipment
Vinyl Flooring

Exhibition overview



4

Shows



1,550

Exhibitors



20

Countries
Represented



35,000

Visitors



1,750

Seminar
Delegates



80

Speakers



25

Seminars

Digital Audience:



131,155

Followers



1,697

Followers



4,962

Followers



2,309

Followers



4,450

Subscribers



1,686,150

VIEWS

Why Exhibit?

80%

To generate
more leads

70%

To strengthen
relationship with
existing clients
and partners

40%

To look for a local
or regional dealer
and distributor

30%

To discuss a new
products and services
with end-user

60%

To improve
branding

Top reasons for exhibiting

Build
your
Brand

Meet more
than 10,000
hospital owners
and top
decision
makers

Perfect
platform to
launch your
new products

Identify
your Ideal
Dealers &
Distributors to
Promote your
business

Widen your
visibility & reach
out to newer customers
in different regions
of India

Visitor overview



Visitor's profile

- Doctors
- Hospital Owners
- Hospital Administrators
- Medical Directors
- Dealers
- Key Decision Makers
- Distributors
- CEOs
- Importers & Exporters
- Purchase Managers
- Biomedical Engineers
- Diagnostics Centers
- Paramedical Staffs
- CIOs / CTOs / CFOs
- Manufacturers
- Healthcare Professionals
- Key policy makers from the governmental sectors
- Healthcare Consultants



Medical helps to choose the best, the latest &

the most cost effective Medical Equipment

from around the world

Top Reasons to Visit Medical Exhibition



“It is like a tradition for our medical fraternity every year to attend Medically. We really missed Medically over the years because of Covid. We are very happy because it is one big opportunity for many people to get many things at the same time. We usually wait for this opportunity every year. We can buy all our instruments and many of our equipment in Medically. Many of the times we picked our most important equipment here and for now we look forward to buying things at a lower cost during the exhibition time. There are so many companies exhibiting under one single roof.”

Dr Divya Sivaraman,
Medical Director
Srushti Medical Research Foundation.

“I am attending Medically for the 3rd time. It is very useful. I can see lot of suppliers from National and International Brands. We could also see products at display that we were finding difficult to purchase. We could able to See, touch and feel the products before buying. We can make a decision after coming to Medically.”

Dr. Ramamoorthy,
Intensivist and Medical Director
Meenakshi Memorial Hospital.

“I am from Mumbai. The Exhibition was fantastic. It was well organised, had very good visitors from different regions. Despite the COVID challenge, it was very nice to see visitors coming and attending the show. All the safety protocols are followed, and the organisers have organised it very well. It was a fantastic experience. Definitely Medically is a crowd-puller and we can see lot of business happening.”

Mr. Gaurang P. Bavishi,
Proprietor at Siddhi Engineering Co.

“I am from Kumbakonam GH. We have an ongoing hospital construction. We have got more ideas on attending this Medically Expo. We had many doubts with few of the hospital equipment and Operation Theatre setup. All the doubts were clearly addressed by the Exhibitors. It was very useful. We will definitely recommend Medically to our peers and will also attend the show next year.”

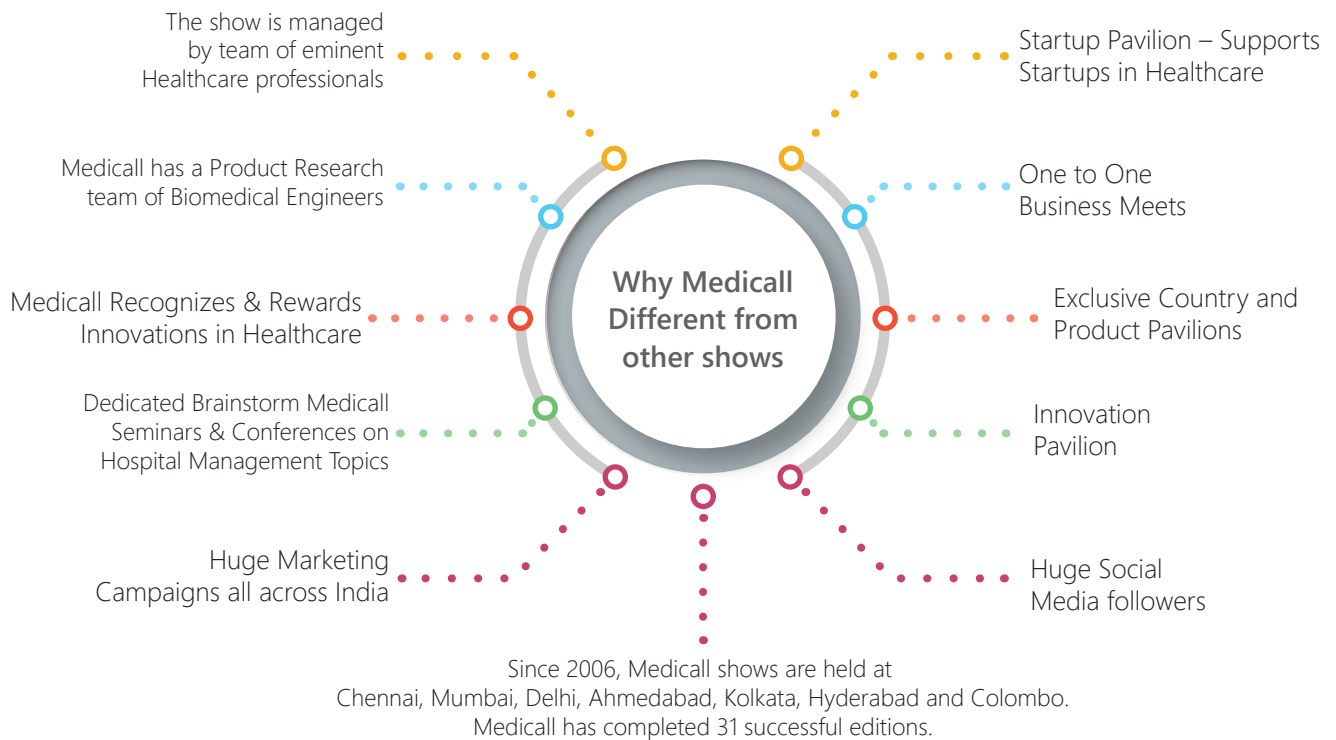
Dr. Divya Thilak,
Pediatrician,
Kumbakonam GH

What our Visitors had to say ?

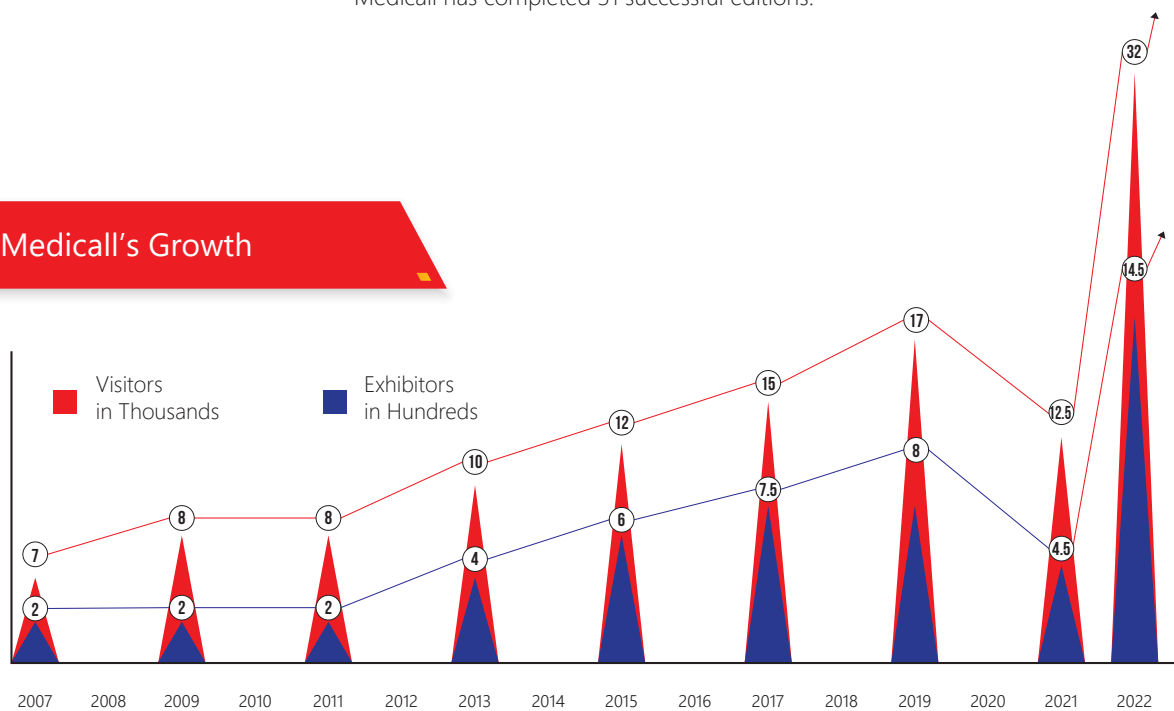
“I came all the way from Maharashtra to Chennai, to see the Medically. And I came here to see the innovative products and for our requirements. There are so many stalls under one roof. We are so happy that there is good arrangement from Medically. The requirements what we need for hospitalization are fulfilled from Medically Chennai.”

Dr Abhishek Bagul,
Meghnand Dental Care & Implant Centre.

Why is medical different from other shows ?



Medicall's Growth



Why You should exhibit in India?



Size of Indian Healthcare industry is estimated to be US\$367 billion by 2023 and US\$638 billion by 2025



Top 20 Healthcare consumers of the World



India is the 5th largest economy in the world with GDP of US\$ 3.75 trillion



Expected to record 22% CAGR



More than 70% of Medical devices are imported



Indian companies are entering into the Merger & Acquisitions with Domestic and Foreign companies to drive Growth & Gain new markets



Plan: 10,00,000 beds in the next Decade



IN BAVARIAN PAVILION

WHY YOU SHOULD EXHIBIT IN MEDICALL?

- Identify your Ideal dealers & distributors to promote your business
- Build your brand
- Perfect platform to launch your new product
- Meet the more than 10,000 hospital owners and top decision makers
- Widen your visibility & reach out to newer customers
- Strengthen relationship with existing clients and partners

Show Information



DESCRIPTION	DELHI 2022	KOLKATA 2022	HYDERABAD 2023	CHENNAI 2023
Edition	30th Edition	31st Edition	32nd Edition	33rd Edition
Dates	17, 18, 19 Sep 2022	9, 10, 11 Dec 2022	17, 18, 19 Mar 2023	28, 29, 30 Jul 2023
Time	10:00 AM – 06:00 PM	10:00 AM – 06:00 PM	10:00 AM – 06:00 PM	10:00 AM – 06:00 PM
Venue	Pragati Maidan	Biswa Bangla Mela Prangan	Hitex Exhibition Center	Chennai Trade Centre
Exhibition Space	10,000 sq.mt	8,000 sq.mt	7,000 sq.mt	22,000 sq.mt
Number of Exhibitors	400	300	300	550
Visitors	12,500	5,000	7,000	20,000
Delegates	500	300	350	750

Total Sq.m. all four shows:

40,000

Sq.m. of exhibition space

Huge Marketing Campaigns across India

BUS PANEL ADVERTISEMENTS ACROSS INDIA



HOARDINGS ACROSS INDIA



BUS SHELTER ADVERTISEMENTS ACROSS INDIA

Show Marketing

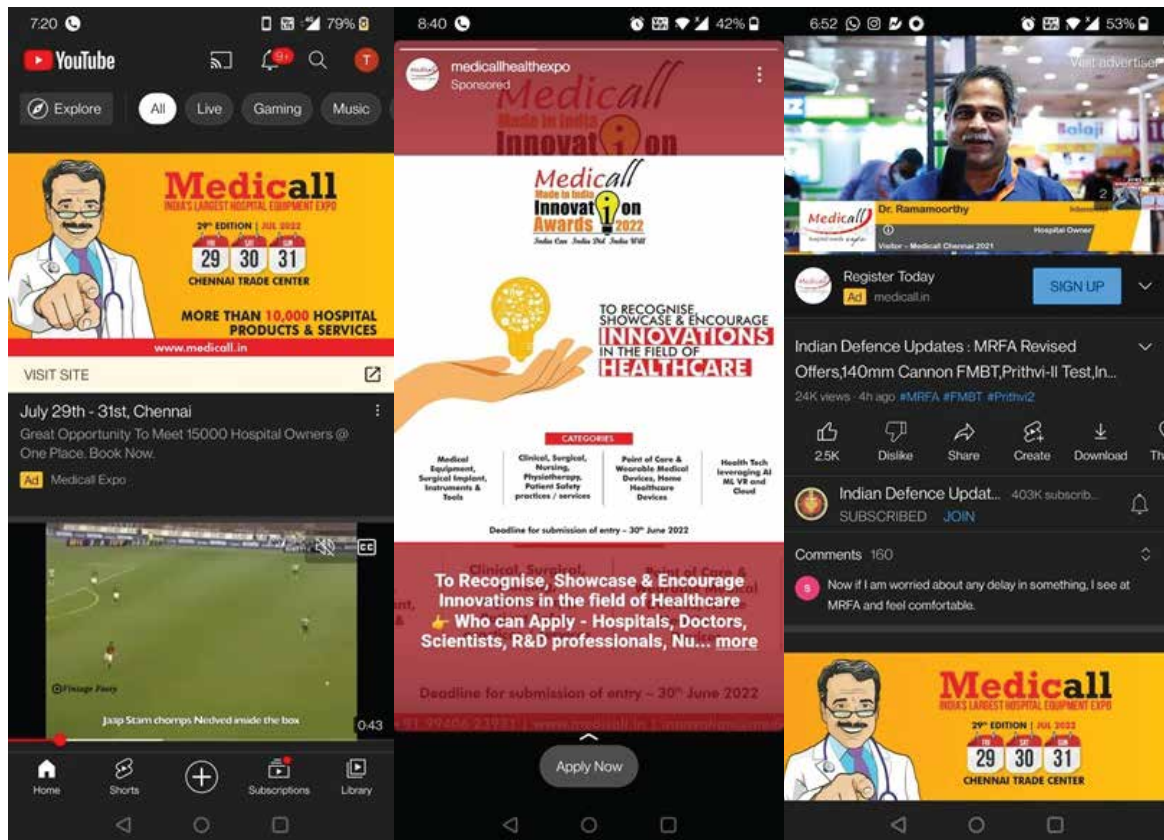
Ads In Top News Papers



Email, Whatsapp and SMS Campaigns To Huge Doctor Base Across India



Youtube, Google and Social Media Ads



The show stoppers of Medicall are its seminars and workshops. Much care is put into this section to ensure they are not didactic and uni-directional but highly interactive and responsive.

The Interactive Healthcare Intelligentsia at Brainstorm Medicall dishes out nuggets of wisdom in a nutshell.



List of Interesting Seminars at Medicaall 2022 -2023

Event	Seminar Topic
Medicaall Delhi 2022	<p>How to plan & build a 150 bedded Hospital?</p> <p>Survival Strategies for small & medium Hospitals</p> <p>Digital Marketing for Hospitals</p> <p>NDHM Readiness</p>
Medicaall Kolkata 2022	<p>Efficient Hospital Equipment purchases</p> <p>Low Cost Marketing for Hospital</p> <p>How to plan & build a 150 bedded Hospital?</p> <p>Buying the Right HMS</p> <p>How to Achieve Operational Efficiency?</p>
Medicaall Hyderabad 2023	<p>How to Build a 150 Bedded Hospital?</p> <p>Basics of Finance for Doctors</p> <p>Mistakes Masters Make</p> <p>How to Build & Equip your OT & ICU?</p> <p>Digital Marketing for Hospitals</p> <p>Smart Labs</p>
Medicaall Chennai 2023	<p>Hospital Projects - How to Plan & Build a 150 Bedded Hospital?</p> <p>Patient Delight: Dream or Reality</p> <p>Designing and Managing Cost Effective ICUs</p> <p>Cyber Security for Hospitals</p> <p>10 things to know to run your hospital better</p> <p>Air Conditioning in Hospitals - Best Practices</p> <p>Infection Control in Hospital Post Covid</p> <p>How to Run a Transplant Program?</p> <p>Leverage ChatGPT for Hospitals for Hospital Management, Clinical Decisions, and Marketing</p>

Medicall Healthcare Innovation Awards 2023

Objective: To recognise, showcase and encourage innovations in the field of Healthcare. Medicall believes that "Innovation should bring forth a sense of scholarship, achievement and entrepreneurship. Ideally innovation must not be incremental but be expansive and disruptive. It should be a job of creation – a job of a thinking mind."

"Innovation - process idea technique technology product device that make healthcare better cheaper smarter safer simpler solving a specific healthcare problem or increasing the benchmark of performance of healthcare delivery"



Category	Description
Medical Equipment	Innovations in Devices <i>Medical, Surgical & Diagnostic equipment for Clinical & Research purposes Providing simpler, easier to use, smarter, cheaper, safer, faster diagnosis, monitoring & treatment</i>
Point of Care Devices	Innovations in Wearables & Point of Care Devices that <ul style="list-style-type: none"> • improves the quality, efficiency, speed, differential diagnosis and accuracy of clinical outcomes • Helps early diagnosis in individuals / community • Worn as accessories or are embedded into clothing • Non-invasive physiological sensors, data processing modules, providing medical feedback wirelessly as an IoT device
Health Tech	Innovations in Healthcare using Information Technology leveraging AI ML VR and cloud that <ul style="list-style-type: none"> • Catalyses growth in quantity and quality of services • Uses AI ML VR cloud • Ensures cyber security and protects data • Provides metrics to measure RoI and other outcomes

Total Registrations: 131

Total Applications Received: 54

Finalists: 12

Medical Equipment



Mr. Gokul Krishnan H
Genrobotics Medical and Mobility

Gold Awardee



Mr. Anand Madanagopal
Cardiac Design Labs Pvt.Ltd.

Silver Awardee



Mr. Nishant Agarwal
Life and Limb Private Limited

Budding Entrepreneur

Health Tech

Mr. Manan Issar
Piltover Technologies

Gold Awardee



Point of Care Devices



Mr. Arun Balasubramanian
Shanmukha Innovations

Silver Awardee

Winner's Choice

Dr. Beena Ps
OmicsGen LifeSciences Pvt Ltd

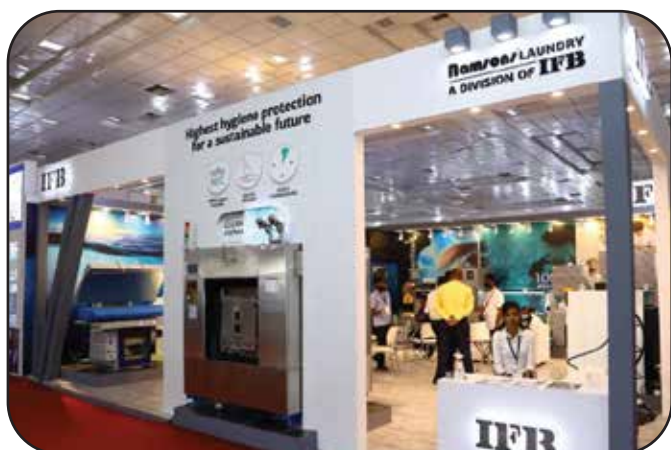


Special Mention Award



Mr. M. Saleem
Treat At Home App

Glimpse of Medica 2023

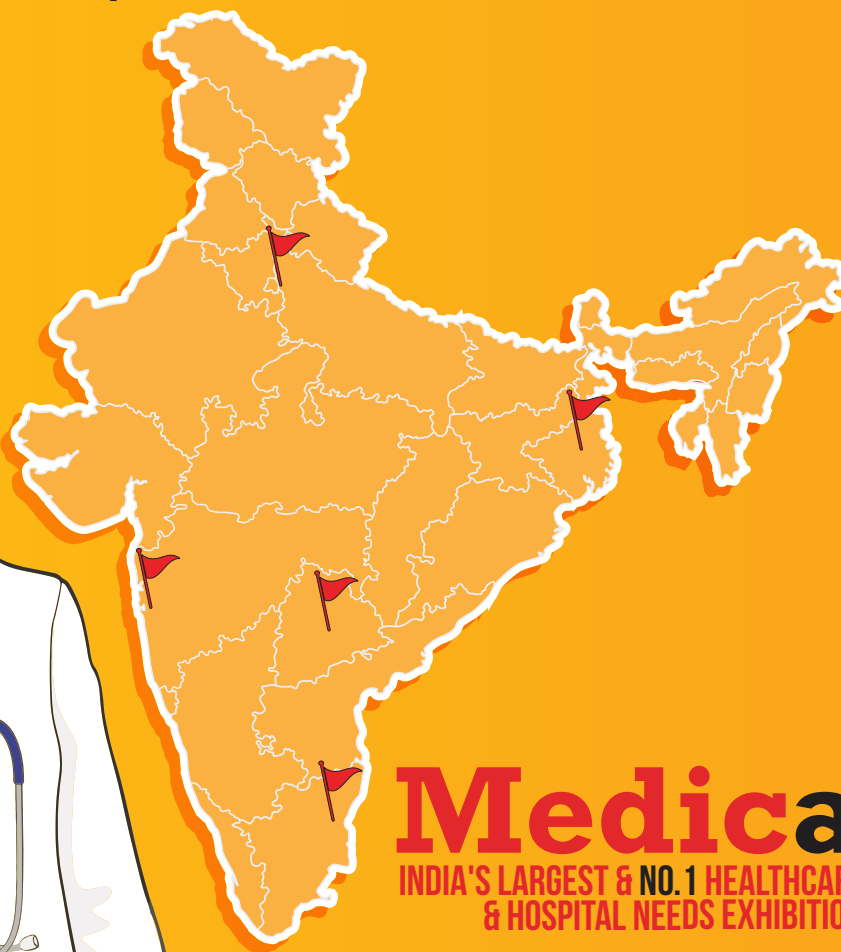
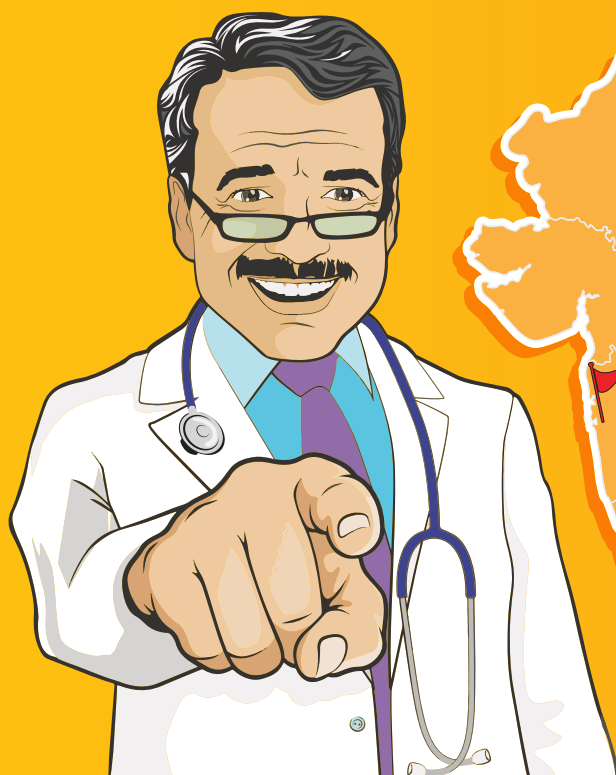




Cover the Length and Breadth of India

58,000 sqmt of exhibition space

Medicall
hospital needs *expo*



Medicall

INDIA'S LARGEST & NO.1 HEALTHCARE EVENT
& HOSPITAL NEEDS EXHIBITION



34th Edition | **OCT 2023**



NEW DELHI

Capital of India



35th Edition | **DEC 2023**



KOLKATA

The City of Joy



36th Edition | **FEB 2024**



MUMBAI

Financial Capital of India



37th Edition | **APR 2024**



HYDERABAD

Healthcare hub of South Central India

For enquiries: +91 7305 789 789 | www.medicall.in | info@medicall.in