



# ReMedHub

**Restore • Medical Equipment • Hub**

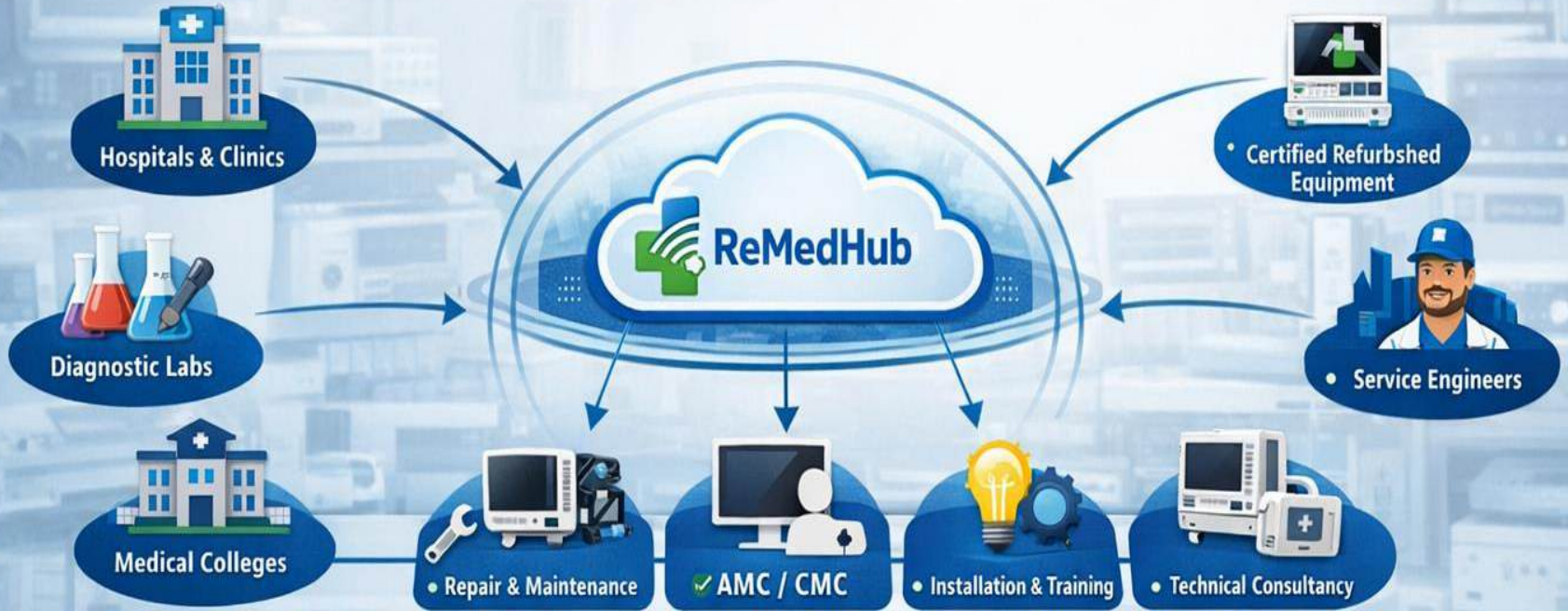
The future of healthcare infrastructure will not be built on new procurement alone, but on uptime-driven repair ecosystems, structured refurbishment, hyperlocal service networks, lifecycle intelligence, and certified resale platforms.



ReMedHub

# India's First Hyperlocal Medical Equipment Uptime & Refurbishment Ecosystem

*Where Assets Get a Second Life.*



**Repair. Refurbish. Reuse. RePower Healthcare.**



# India needs a **Hyperlocal SaaS-Based** Medical Equipment Uptime & Refurbishment Ecosystem

— where medical assets get a second life, with accountability, transparency, and performance analytics.



Repair & Refurbish

Asset Tracking

Finance & Support

# REMEDHUB

(Your Nearest **BIOMEDICAL SERVICE** Expert is Now Just a Click Away )



**ReMedHub** is India's first Hyperlocal On-Demand SaaS Platform connecting Hospitals, Clinics, OEMs, Labs, and Medical Colleges with verified Biomedical Professionals and Refurbished Equipment Partners — enabling Repair, Installation, Training, AMC/CMC, Technical Consultancy, and Certified Refurbished Equipment Sales & Procurement — anytime, anywhere.

# About Founder

## Navin Kumar Upadhyay

**Healthcare Technology Entrepreneur | 16+ Years in Medical Equipment Industry**  
**Founder – ReMedHub | Former Core Team – ZOPLAR | Ex-Ambros Medical Services Pvt. Ltd.**

Ambros	ZOPLAR	ReMedHub
Medical equipment sales, service & procurement experience	Digital healthcare procurement & OEM partnerships	SaaS-based equipment supply & repair platform
Learned real hospital challenges	Learned how tech + supply chain can scale	Solving procurement & repair inefficiencies in Refurbished Equipment Market
Company closed but strong foundation built	Core team experience 120 + dealers & hospitals ₹200 Cr Valuation + handled	Mission to build India's most trusted tech-driven medical equipment ecosystem

Navin Kumar Upadhyay is a healthcare technology entrepreneur with over **16 years of hands-on experience in medical equipment distribution, service networks, and hospital procurement systems**. He has worked across every layer of India's healthcare infrastructure — from **OEM collaborations and dealer networks to hospital equipment lifecycle management**, specializing in both **new and refurbished equipment** across ICU, OT, Dialysis, Endoscopy, Radiology, and Critical Care.

## Market of Refurbished Hospital Equipment Sale Repair / Service In India

### **Total Addressable Market : India, annual services & repair spend):**

Take India device market  $\approx$  US\$28.6B. Conservatively assume annual service/after-sales spend  $\approx$  **15%–18%** of device market  $\rightarrow$  **US\$2.9B–4.3B / year** (₹24k–36k crore approx. ).

(Justification: global maintenance market is tens of billions; maintenance typically runs as a % of device value.)

### **Serviceable Addressable Market — ReMedHub targetable segment:**

If we focus initially on hospitals, clinics, and small diagnostic centers (tier-1 to tier-3) — realistically we can target **25%–35%** of TAM in medium term (digital, O2O reachable segment)  $\rightarrow$  **US\$725M–1.5B / year**.

### **Share of Market — 3–5 year realistic capture”**

For an early platform service marketplace with good execution, aim for **0.5%–2%** of Total Addressable Market in 3–5 years  $\rightarrow$  **US\$14M–86M / year**. If focusing on Share of Market, that's **US\$3.6M–30M / year**.

## PROBLEM

# WHAT PROBLEM ARE WE SOLVING

India's hospitals, clinics, diagnostics centers, medical college, OEM manufacturer, Corporate hospitals and Healthcare Operational Service Providers face **unorganized, delayed, and brand-specific limitations** in equipment maintenance and repair. **ReMedHub solves this with help of expert biomedical service providers** under one digital platform—reducing downtime, improving compliance, and ensuring round-the-clock equipment uptime, even in rural and underserved areas.

**The Biomedical Equipment** industry in India faces **critical challenges:**

- **Breakdown Delays:** Hospitals and clinics suffer from prolonged downtimes due to delayed service response.
- **Unorganized Service Sector:** There's no single platform offering verified, trained, and timely biomedical engineers or technicians.
- **AMC/CMC Confusion:** Hospitals often struggle to track Annual or Comprehensive Maintenance Contracts across different brands and vendors.
- **Limited Rural Access:** Semi-urban and rural healthcare facilities have **zero to limited access** to trained service providers.
- **OEM Support Gaps:** Equipment manufacturers struggle with post-sale service delivery across India.
- **Skilled Workforce Gap:** Training centers lack real-time exposure or placement opportunities for new biomedical engineers.
- **Poor Availability** of biomedical engineers in small cities & rural hospitals
- **OEM Dependence** – Hospitals forced to rely on expensive AMC/CMC
- **No Digital Service Records** – Poor tracking of equipment health or history

# SOLUTION

**ReMedHub** is building a trusted, tech-enabled platform to provide **reliable, affordable, and hyperlocal biomedical equipment services** to hospitals, labs, and healthcare providers across India. Our goal is to reduce equipment downtime, lower service costs, and ensure uninterrupted healthcare delivery — while building trust with small to mid-size healthcare providers through quality, transparency, and timely service.

- A digital **Service marketplace & CRM** for medical equipment services ( Website + App )
- **24x7 Booking** for AMC, CMC, Breakdown, Installation, Demo, Etc
- **Verified Biomedical Technicians** with background checks and reviews
- **Real-time Service Tracking**, Digital Reports, Smart Reminders
- **OEM/Dealer Collaboration Tools** for remote service management
- **On-Demand Biomedical Equipment Service**
- **Annual Maintenance Contracts (AMC) & Comprehensive Maintenance Contracts (CMC)**
- **Installation & Commissioning Services**
- **Calibration & NABH/NABL Compliance Support**
- **Equipment Health Audit & Lifecycle Management**
- **Spare Parts Supply & Sourcing**
- **Refurbished Equipment Support (Non-Banned Categories)**
- **Tech Enablement Platform (Mobile App + Web)**
- **Skilled Biomedical Workforce Access ( Skill India + Training Center with Different Locations )**
- **Consulting for New Hospitals & Diagnostic Labs**

# TARGET MARKET

## **(Target Customers for ReMedHub Biomedical Equipment Repair Services Market in India)**

The **Indian biomedical equipment market** (including sales, service, repair, AMC, CMC) is growing at **12-15% CAGR** driven by expanding healthcare infrastructure. The **biomedical equipment repair and maintenance segment** alone is estimated to be worth **₹3,000 - ₹5,000 Crores** annually and expected to grow with rising hospital numbers and diagnostic centers. Increased healthcare spending (both private and public) and government initiatives (Ayushman Bharat, National Digital Health Mission) fuel demand for reliable biomedical service. Rapid growth in **Tier 2 and Tier 3 cities** as healthcare infrastructure expands beyond metros. Growing equipment complexity requires skilled service, increasing outsourcing demand to specialized service providers like ReMedHub.

### **Target Customers for ReMedHub**

- **Hospitals (Private & Government)**
- **Diagnostic Labs and Imaging Centers**
- **Clinics and Daycare Centers**
- Medical Colleges & Equipment Training Institutes
- **NGOs and Rural Health Facilities**
- Corporate Hospital Chains & Equipment Suppliers
- **Medical Equipment Distributors and OEMs** for Service Partnerships

# MARKET OPPORTUNITY & IMPACT

ReMedHub will begin with a lean model, emphasizing **trust, quality, and transparency** in biomedical equipment repair and service.

Starting with **minimal margins** to establish credibility, the goal is to **validate market demand**, acquire **early hospital clients** and **OEM partnerships**, and prove the service efficiency model.

In parallel, the company will develop a **functional digital platform** to streamline operations, onboarding, and AMC management — ensuring data-driven scalability.

Growth will be **measured and sustainable**, with focused **team building and reinvestment** during the first year to prepare for broader market expansion.

Core O2O(ONLINE TO OFFLINE) marketplace (technical + ops):

- **Supplier & Engineer Directory** (profiles, certifications)
- **Request & Ticketing System** (raise repair/PM requests + SLA tracking)
- **Inventory for Spares & Accessories** (catalog + ordering)
- **Asset Registry & Tagging** (asset mapping, warranty/last PM logs) — you already did job-work here (asset tagging) — reuse that.
- **Simple Payment & Invoicing + GST support**
- **Basic Compliance/Calibration Logs** (PDF export for NABH)
- **Dashboard / Reporting** for hospitals (downtime, cost saved)

**Launch sequence:** 1) Onboard engineers + 20 hospitals with asset-tagging + spare parts fulfillment; 2) Add ticketing & PM contracts; 3) Add marketplace for refurbished devices.

# MARKET OPPORTUNITY & IMPACT

Core platform modules :

- **Asset Tagging & Equipment Mapping**
- **Service Ticketing & Preventive Maintenance Scheduler.**
- **Spare-Parts & Accessories Catalogue with online ordering.**
- **Vendor / Engineer Network + Rating System.**
- **Dashboard for Hospitals (cost, uptime, compliance).**
- **Hospital Equipment Sale ( New / Refurbished )**
- **Used Hospital Equipment Auction ( Different Category )**
- **Service Engg Payroll ( BioMedical Devison Taking Care ) ( Hospital / OEM )**
- **OEM Services ( Installation, De-Installation, Demo, Training, Physical Inspections.**

1 <sup>ST</sup> YR TARGET (Lowest )	
Goal	Metric
Hospitals / Customer onboard	10 – 25
Annual Revenue	₹25 – 50 Lakh
Services Share	50 %
Sales Share	50 %
Monthly Recurring Revenue	₹2–5 L
Gross Margin	15 %+
Target Valuation	₹2 – 5 Cr Annual

# CORE PLATFORM MODULE

Module	Description	Cost / Revenue Model	Strategic Value
<b>1. Asset Tagging &amp; Equipment Mapping</b>	Digital tagging and mapping of each hospital device, including warranty, calibration, and compliance data.	Implementation Cost: ₹2 L (one-time setup module). Revenue: ₹500–₹1,000 per device or bundled with AMC.	Builds hospital equipment database and recurring service pipeline.
<b>2. Service Ticketing &amp; Preventive Maintenance Scheduler</b>	Smart ticketing system for repairs and automated AMC/PM scheduling.	Revenue: ₹5,000/month per hospital (AMC/Subscription).	Creates predictable recurring revenue (SaaS-like MRR).
<b>3. Spare-Parts &amp; Accessories Catalogue</b>	Online spare-parts and accessories ordering system integrated with vendors.	Setup Cost: ₹23,000 (pilot). Margin: 20–30% on each sale.	Expands high-margin O2O commerce channel and supplier network.
<b>4. Vendor / Engineer Network + Rating System</b>	Verified engineer and service-partner registry with performance rating and job allocation system.	Free onboarding; commission/lead-fee model (₹500–₹1,000 per job).	Enables scalable service coverage without heavy capex.
<b>5. Hospital Dashboard (Cost, Uptime, Compliance)</b>	Real-time dashboard for cost tracking, downtime analytics, calibration, and NABH/AERB reports.	Free mium model → premium analytics subscription ₹2,000/month/hospital.	Increases retention and long-term SaaS revenue.

## Core Business Streams

- Equipment Sales & Refurbishment – End-to-end hospital equipment solutions across all departments.
- Service & Repair Network – On-demand and AMC-based maintenance by trained biomedical engineers.
- Calibration & Compliance – Ensuring accuracy and adherence to NABL & MCI standards.
- Biomedical Training – Upskilling engineers for installation, maintenance, and preventive care.
- SaaS Procurement Platform – Transparent pricing, analytics, and simplified inventory management.

### Before - After - Bridge

**Before:** Hospitals faced fragmented procurement, inflated pricing, and inconsistent service support.

**After:** ReMedHub unifies equipment sales, digital procurement, and biomedical service on one SaaS-based platform.

**Bridge:** It connects hospitals to trusted suppliers, service engineers, and OEM partners — driving cost-efficiency and uptime.

# Fund Utilization

Head	Amount (₹)	Time Period
		<b>3 Months</b>
Office + Warehouse (better location)	180000	60k Per Month
Advanced Repair Lab Setup	100000	Fixed Cost
Initial Refurbished Equipment Stock	1000000	Fixed Cost
Spare Parts Inventory	50000	For 1st 3 Months
Technician Salary (3 staff )	450000	30k - 50k / Per Person
Admin Staff (2 staff )	150000	20k - 30k / Per Person
Sales Staff (3 staff )	360000	40k Per Person
Travel & Logistics	150000	Sales / Service / Admin
Website + App + IT	200000	For One Yr
Marketing & Branding	150000	Lead Generating
Working Capital Buffer	150000	For 3 Months
Confrences + Legal Compliances	120000	

Revenue Model (Example Based on Market Rates)

# Revenue Generation

<b>Revenue Source</b>	<b>Annual Revenue (INR)</b>
<b>Equipment Sale Margin</b>	<b>1440000</b>
<b>AMC Revenue</b>	<b>432000</b>
<b>Spare Parts</b>	<b>600000</b>
<b>Accessories</b>	<b>600000</b>
<b>Asset Tagging</b>	<b>180000</b>
<b>Service Visits</b>	<b>200000</b>
<b>Total Revenue</b>	<b>3452000</b>

Revenue Model (Example Based on Market Rates)

# Plan to Move Forward

**ReMedHub** will start small, focusing on building trust by delivering quality biomedical equipment repair and service at Min margins. The approach is to validate demand, secure early customers and OEM partners, build a functional digital platform, and grow sustainably with careful investment and team building over the next 0-1 year.

## **Formalize the Business (Registration & Legal Setup)**

- Register ReMedHub as a legal entity (Private Limited or LLP depending on strategy).
- Complete all necessary certifications, licenses, and compliances related to biomedical equipment service.
- Protect intellectual property (trademark the brand name, app, and logo).

## **Build a Core Team**

- Recruit a small but skilled founding team with expertise in biomedical equipment, sales, customer service, and tech/app development.
- Hire or onboard certified biomedical engineers and service technicians as initial partners or employees.
- Establish advisory board including industry experts and trusted OEM contacts to build credibility.

## **Develop the Minimum Viable Product (MVP)**

- Build a basic digital platform (mobile app and/or website) to list biomedical service providers and enable customers (hospitals, clinics) to request service.
- Integrate features for booking, scheduling, and feedback/reviews.
- Create a backend admin dashboard for managing service requests, technicians, and payments.

# Plan to Move Forward

## **Pilot Launch with Early Adopters**

- Identify and onboard 0-5 small hospitals and clinics in target regions as pilot customers.
- Min 0-6 trusted OEM partners and service providers who want to collaborate in 1<sup>st</sup> Yr.
- Min 0-6 Trusted Sr. Service Engg Who willing to Travel and Work for ReMedHub.
- Conduct initial service deliveries and gather feedback on process, quality, and pricing.

## **Focus on Quality & Building Trust**

- Prioritize on-time service, transparency, and quality repairs to build reputation.
- Offer competitive, low-margin pricing to encourage trial and customer retention.
- Collect customer testimonials and success stories to showcase reliability.

## **Business Model & Revenue Strategy**

- Start with low margins to penetrate market and build long-term relationships.
- Generate revenue through service fees, AMC/CMC contracts, and lead generation for OEMs.
- Reinforce repeat business by offering AMC packages with value-added services.

## **Go-To-Market (GTM) Strategy**

- Use direct sales & relationship management for hospitals and OEMs initially.
- Leverage digital marketing (local SEO, social media, healthcare forums) to create awareness.
- Attend industry trade shows, medical conferences, and networking events Etc.

