

SSQI India

Pvt Ltd

E-commerce & Medical Devices



PROBLEMS WE NOTICED IN THE MARKET

Here are key problems noticed in the market for e-commerce shops and medical devices to SSQI India Pvt Ltd

- E-commerce platforms in healthcare often suffer from poor integration and inconsistent user experiences.
- Outdated inventory tracking and unreliable order management lead to delays and lost sales.
- Security and data privacy concerns hinder customer trust and payment compliance.
- Regulatory complexity and evolving compliance demands slow market entry for medical devices.
- Overreliance on imports exposes the sector to supply chain risks and price volatility.
- Weak local supplier networks increase manufacturing costs and complicate scaling.
- Fragmented distribution and risk of counterfeits threaten quality and safety.



LET'S SEE THE PROPER SOLUTION

Financial Incentives & Financing

SSQI India Pvt. Ltd can access tax breaks, GST concessions, PLI scheme cash incentives, government startup grants, medical device loans, equipment subsidies, and R&D funding for ecommerce and medical device business growth.

Education & Public Awareness

SSQI India Pvt. Ltd promotes education and public awareness through training, certification and Knowledge-driven initiatives.

Regulatory Streamlining & Policy Advocacy

SSQI India Pvt. Ltd facilitates regulatory streamlining and policy advocacy by engaging stakeholders to simplify compliance processes and influence effective standards and regulations.

Market

SSQI India Pvt. Ltd operates in the market as a management consultancy providing services on various international standards primarily to corporates and industries.

A growing market for SSQI India Pvt. Ltd

Rapid Global Market Growth

The rapid global market growth for e-commerce and medical devices is driven by increasing digital adoption and healthcare innovation, with e-commerce projected to surpass \$6 trillion by 2025 and the medical devices market expected to exceed \$600 billion by the same year.

India's Demand Accelerating

India's demand for e-commerce and medical devices is accelerating rapidly, driven by expanding digital infrastructure, increasing healthcare needs, and supportive government policies.

High Availability in Key States

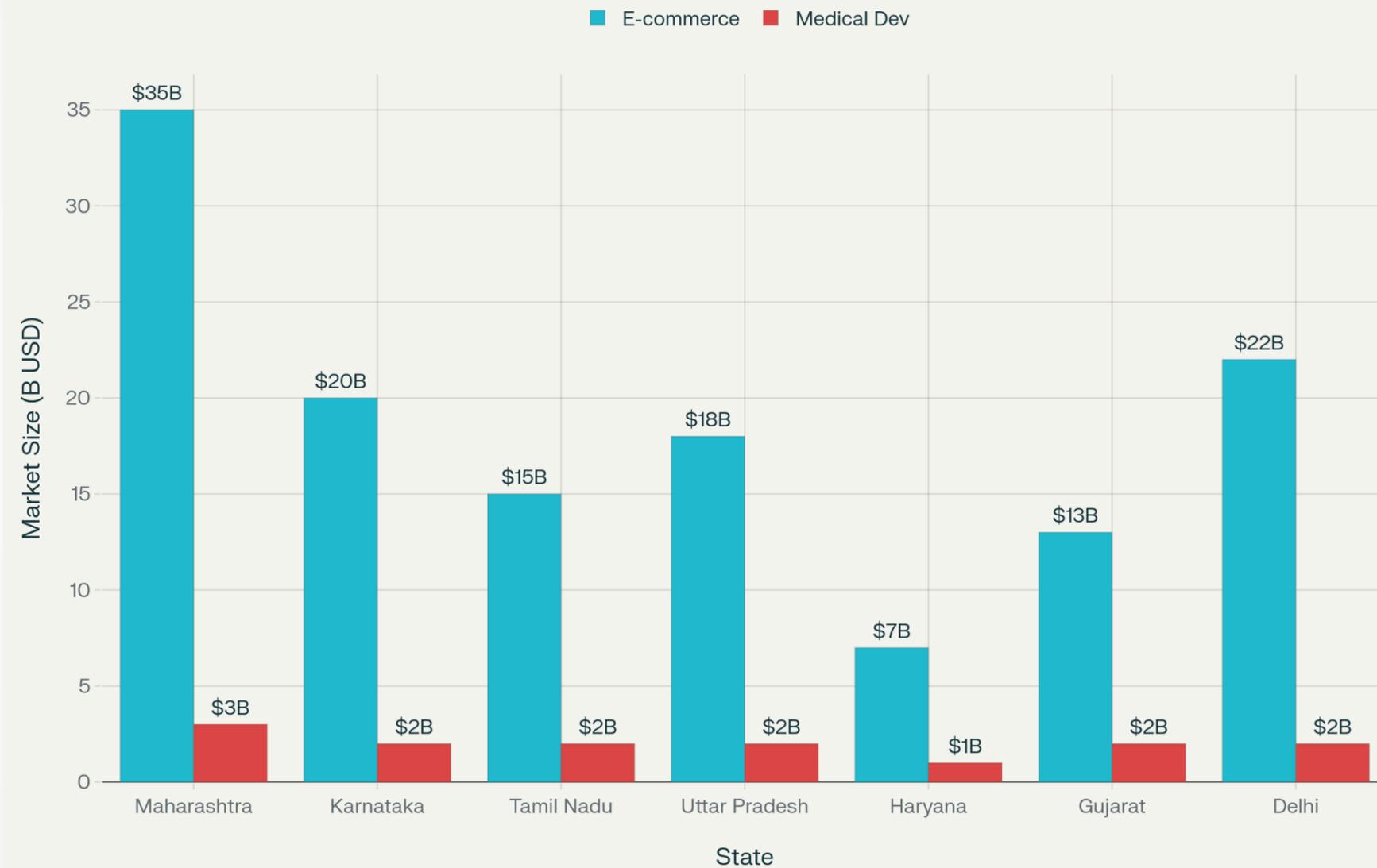
High availability in key states supports sustainable growth in e-commerce and medical devices by promoting green building standards in logistics, manufacturing, and retail infrastructure.

Strong Policy & Subsidy Support

Strong policy and subsidy support in India fuels the growth of e-commerce and medical devices by enabling investment, innovation and market accessibility.

GROWING MARKET FOR E-COMMERCE & MEDICAL DEVICES

2024 Market Size by State



WHO WE SERVE

Serves wide range of stakeholders in the built environment sector



Industrial Users

SSQI India Pvt. Ltd serves industrial users in the e-commerce and medical devices sectors by offering certification, regulatory compliance, process optimization, and quality management solutions tailored to manufacturers, logistics providers, and supply chain stakeholders.



Commercial

SSQI India Pvt. Ltd serves commercial clients in the e-commerce and medical devices sectors by delivering certification, quality standards, and business process solutions to retailers, distributors, service providers, and technology-enabled enterprises.



Rural & Semi-Urban House

By supporting access to certified quality products, promoting digital inclusion & enabling safer healthcare through standards-based solutions & awareness initiatives.

KNOW OUR BUSINESS MODEL

Volume- Based Sales

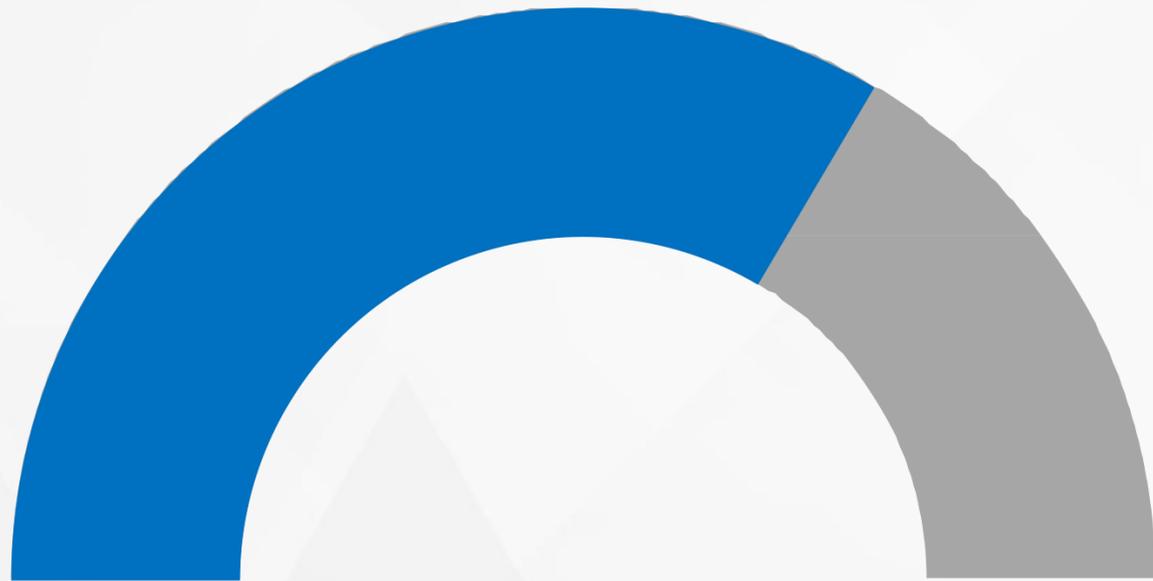
This is rapidly increasing, driven by growing consumer demand, rising order volumes across regions, and of healthcare and expansion retail infrastructure.

ESG audit

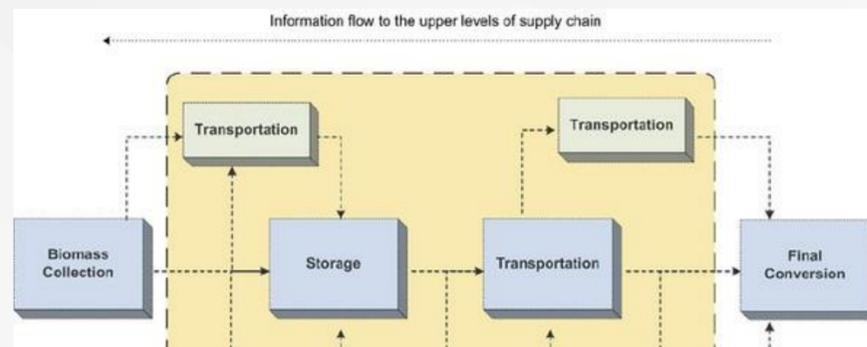
It help ensure sustainable operations, environmental compliance, and improved social responsibility across supply chains and facilities.

B2B & Subscription Flexibility

It enables customized business solutions, scalable procurement, and continuous access to products and services for enterprise clients.



EARLY TRACTION & READINESS



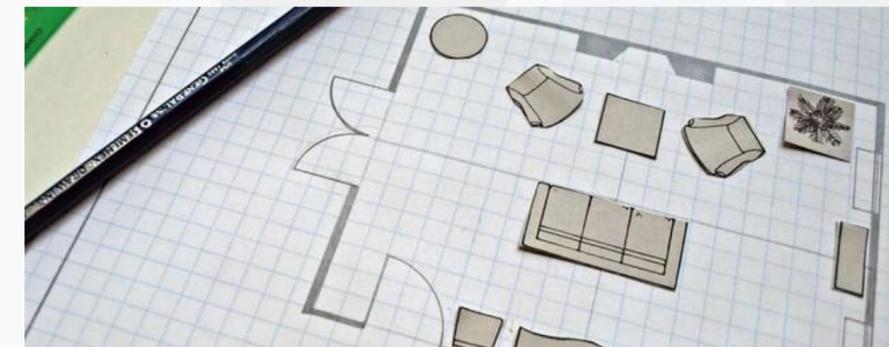
Established Supply Network

This supply network ensures reliable delivery, broad market reach, and efficient distribution channels that support consistent access and growth across India.



Customer Interest Received

Strong customer interest has been received in both e-commerce and medical devices, driven by increasing digital engagement, healthcare needs, and demand for convenient, certified product access.



Setup Plan Finalized

This has been finalized, outlining strategic steps for market entry, operational launch, supply chain integration and customer engagement.

COMPETITIVE LANDSCAPE

Flipkart

Flipkart is one of India's largest e-commerce companies, offering a wide range of products and services online, known for its robust logistics, technology-driven platform, and extensive customer reach.

Amazon India

Amazon India is a leading e-commerce platform known for its vast product selection, innovative delivery solutions, and strong technology infrastructure, serving millions of customers nationwide.

Poly Medicure Ltd.

Poly Medicure Ltd. is a prominent Indian medical device manufacturer specializing in innovative and affordable medical disposables and equipment for hospitals and healthcare providers globally.

Hindustan Syringes & Medical Devices Ltd.

Hindustan Syringes & Medical Devices Ltd. is a leading Indian manufacturer renowned for producing high-quality syringes, needles, and a wide range of medical devices used in hospitals and clinics worldwide.

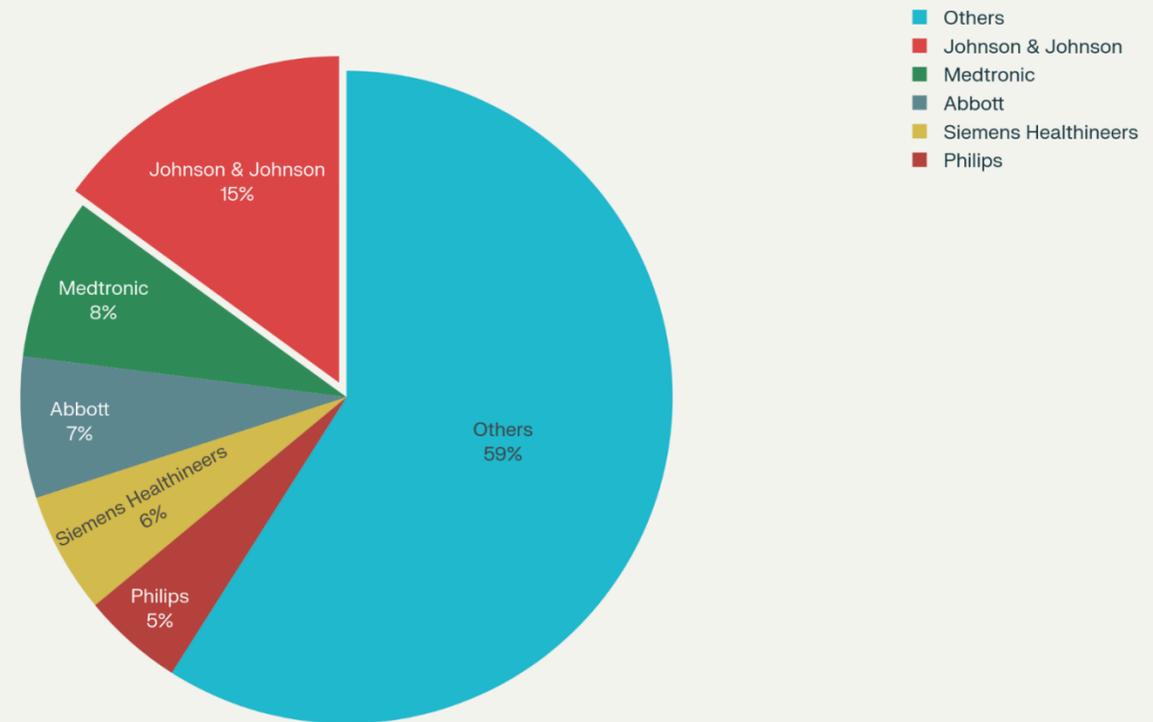
COMPETITIVE LANDSCAPE

Here is the pie charts showing the estimated 2024 global market share for major companies:

E-commerce: Amazon (40%), Alibaba (18%), JD.com (6%), Shopify (4%), Others (32%)

Medical Devices: Medtronic (8%), Abbott (7%), Siemens Healthineers (6%), Philips (5%), Johnson & Johnson (15%), Others (59%)

2024 Medical Device Market Share



WHY WE'RE DIFFERENT

Our Certified Supplier Low-Cost, Local Sourcing

We source directly from certified suppliers, ensuring product authenticity and compliance, while our efficient procurement processes enable consistently low costs and competitive pricing for customers.

R&D, Innovation

R&D innovation drives our growth by enabling advanced product development, process improvements, and cutting-edge solutions that meet evolving customer needs in the e-commerce and medical devices sectors.

Agile, Lean Operations

It allow us to quickly adapt to market changes, minimize waste, and optimize resource use—delivering efficient, high-quality service in both e-commerce and medical devices sectors.

Environmental & Social Impact

Our operations prioritize environmental and social impact by supporting sustainable practices, reducing carbon footprint, and promoting ethical sourcing that benefits communities and advances responsible growth in both e-commerce and medical devices.

GO-TO-MARKET STRATEGY

Target Segmentation

Our market strategy focuses on targeted segmentation by identifying and serving specific customer groups—such as industrial users, commercial enterprises, rural and semi-urban households, and healthcare providers—allowing us to tailor offerings and solutions in the e-commerce and medical devices sectors for maximum impact and growth.

Awareness & Education

Awareness and education Initiatives are central to our strategy, empowering customers and partners in the e-commerce and medical devices sectors with knowledge about product safety, regulatory standards, and best practices for informed decision-making and responsible use.

Value Proposition

This lies in delivering certified, high-quality products sourced directly from trusted suppliers at competitive prices, supported by innovative R&D, agile operations, and a strong commitment to sustainability, customer education, and tailored solutions across the e-commerce and medical devices sectors.

FUNDING REQUIREMENT & ALLOCATION

We are seeking investment ranging from ₹50 Lakhs to ₹100 Crore from Angel, Venture Capital, and Private Equity investors to support strategic growth in the e-commerce and medical devices sectors. The funding will be allocated across key business areas, including supply chain development, technology infrastructure, and R&D innovation. Angel investors will help finance early-stage activities such as product development, team building, and market entry research. Venture Capital contributions will drive scalability, digital platform upgrades & expansion of sourcing networks. Private Equity investors will facilitate asset acquisition and process automation for sustained market competitiveness. Approximately 30% of the funds will be directed towards logistics and warehousing to enhance reliability and reach. About 25% will be invested in upgrading IT and cybersecurity for safe and seamless customer experiences. Twenty percent is targeted for research and development to continually introduce advanced products and ensure compliance. Marketing and outreach will receive 15% to build brand equity and capture new segments, especially in untapped regions. The remaining 10% caters to regulatory compliance, hiring specialized talent, and contingency planning.



ABOUT THE FOUNDER

SSQI India Pvt Ltd currently led by **Er.Mukesh Kumar V Singh**(**Linkedin profile : <https://in.linkedin.com/in/mukesh-singh-a74512194>**) of **IIT Bombay incubation center product & Sima Singh working as Director (HR & Admin)** with 150+ Lead assessors & back office team in Mumbai, Delhi & Pan India who brings a deep understanding. Er. Mukesh Kumar Singh, founder of SSQI India Pvt Ltd, is a distinguished expert in quality management, ISO standards, and business development, with a strong track record in advancing e-commerce and medical devices ventures. Leveraging his expertise, he has driven the adoption of internationally recognized quality frameworks within these industries, helping businesses implement robust supply chains, regulatory compliance, and innovative solutions for online and healthcare markets. Under his leadership, SSQI has become a trusted partner for certification, consulting, and process optimization, enabling clients to succeed in the highly competitive domains of e-commerce and medical devices through quality, efficiency, and credibility.

VISION & IMPACT

Vision:

To be a leading force in delivering trusted, innovative, and sustainable solutions for the e-commerce and medical devices industries by setting benchmarks in quality, compliance, and customer value.

Impact:

By empowering businesses with certified products, streamlined processes, and knowledge-driven strategies, we aim to improve lives, drive industry standards, and create lasting positive environmental and social outcomes across markets we serve.



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THANK YOU

Thank you for your time and interest in SSQI India Pvt. Ltd. We appreciate your time and look forward to the opportunity to collaborate and create value together.

