

Detailed Project Report



SSQI India Pvt. Ltd.
E-commerce & Medical Devices

Growth with innovation



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Growth with innovation

Issue No.1 Issue date 01.01.2026 Rev No.00 Rev date 01.01.2026

Prepared By : Investor Manager	Reviewed By : Business Development Manager	Approved By : Director
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This document is maintained on electronic media. The user is responsible for determining the current revision level before using it.

LIST OF ABBREVIATIONS USED

Commonly used abbreviations in documentation are enumerated below:

Abbreviation	Description
SSQI	Six Sigma Quality International
ISO	International Organization for Standardization
TQM	Total Quality Management
CDSCO	The Central Drugs Standard Control Organization (CDSCO)
CE Marking	Conformité Européenne (French for European Conformity).
R&D	Research & development
NGO's	Non-governmental organization

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II. Authorization

Detailed Project Report has been established for meeting the requirements of Investors to generate the investment.

The Top Management of **SSQI India Pvt Ltd** have reiterated the desire of the company to implement and maintain **detailed project report** for Investors to generate the investment.

Detailed Project Report has been authorized by the undersigned for circulation and implementation at all levels in the company.

Revisions shall be prepared by Investor Manager, reviewed by approved by the undersigned.

Director,
For **SSQI India Pvt Ltd**

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Prepared By : Investor Manager	Reviewed By : Business Development Manager	Approved By : Director
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III. Foreword

The purpose of this **Detailed Project Report** has been established for meeting the requirements of Investors to generate the investment by **SSQI India Pvt. Ltd.**

General details, organizational structure, responsibilities, authorities and relationship of personnel and the method of carrying out of task of each element of the system have been given in this **detailed project report**. Wherever applicable references have been given to other relevant documents.

Detailed Project Report provides guidance to invest in our organizations with this documented system, maintain orderliness and ensure clarity and uniformity in the description of work by different personnel.

Investor Manager is responsible for control of the contents, distribution and general administration of this **detailed project report**. Up-dated **Detailed Project Report** is made available to recipients as soft copy with “read only” access.

The uncontrolled copies of this manual are issued for general information of our investors and other interested parties and the revision follow-up of these is not definite.

This manual will be of use to our investors and other interested parties for knowing our investment portfolio, its investment opportunities, our capabilities and our investment opportunities provided by us. This will also be useful to them to know how we are fulfilling investors / interested parties’ requirements and are continually improving keeping in view the range of our investment portfolio, systems and facilities

IV. Introduction

SSQI India Pvt Ltd pioneers quality assurance in e-commerce for medical devices by extending its ISO 13485 expertise to online platforms, ensuring regulatory compliance, product safety, and seamless supply chains.

India's e-commerce medical devices market surges with platforms distributing diagnostics, wearable's, and consumables, demanding certified standards amid CDSCO regulations and global exports. SSQI India Pvt Ltd addresses gaps in data security (ISO 27001), process validation, and traceability, enabling vendors to mitigate risks like counterfeits and non-compliance.

Through turnkey consultancy, SSQI India Pvt Ltd delivers Lean Six Sigma optimizations for logistics, customized training on CE marking, and audits for scalable operations. This positions clients for growth in a sector projected to exceed \$10B by 2027, blending digital efficiency with healthcare rigor.

SSQI India Pvt Ltd model leverages 26 India stations and certified professionals for cost-effective implementations, fostering trust and market leadership in regulated e-commerce niches.

V. Overview Summary

SSQI India Pvt Ltd is a Mumbai-based quality management consultancy (CIN: U74999MH2018PTC310533) that extends its ISO expertise to e-commerce platforms handling medical devices, ensuring compliance, security, and operational efficiency.

E-Commerce Services

It provides turnkey solutions like ISO 9001 for quality assurance, ISO 27001 for data security in online transactions, and Lean Six Sigma for logistics optimization in digital marketplaces selling diagnostics, wearable's and consumables.

Medical Devices Focus

SSQI specializes in ISO 13485 implementations for medical device vendors, including process audits, CE marking support, and training to meet CDSCO regulations and combat counterfeits in India's growing online health sector.

Strategic Positioning

Operating from Vasai Virar with 26 stations, SSQI leverages certified local consultants for scalable, cost-effective services, enabling e-commerce clients to achieve global competitiveness and trust in regulated medical device sales.

VI. Detailed Project Report

01. Preface

E-commerce and medical devices together represent a fast-growing, high-impact business opportunity. E-commerce provides a digital platform to sell medical devices efficiently across cities, towns, and rural areas, reducing dependency on traditional distributors and physical channels. Medical devices—such as diagnostic equipment, consumables, monitoring devices, and home-care products—are essential for hospitals, clinics, and patients, and their demand is rising with increasing healthcare awareness and aging populations. By combining e-commerce with a strong, certified medical device supply chain, companies can offer wider product choice, better price transparency, and quicker delivery to end users.

02. Executive summary

SSQI India Pvt. Ltd is a leading consulting and Certification Company focused on advancing quality management, ISO standards compliance, and operational excellence for businesses across India and beyond. With a special emphasis on the fast-growing e-commerce and medical devices sectors, SSQI offers a broad range of services—including certified supplier sourcing, regulatory consulting, and process optimization—to help clients ensure product authenticity, compliance, and competitive advantage. By leveraging deep industry expertise and a network of certified partners, SSQI empowers hospitals, healthcare providers, and commercial enterprises to access reliable medical devices and e-commerce solutions that meet international standards. The company's mission is to drive innovation, sustainability, and trust in critical sectors through robust quality systems and customized support.

03. Vision & Mission

To be a trusted leader in enabling quality, innovation, and sustainable growth for the e-commerce and medical devices industries through world-class consulting and certification solutions. To empower businesses with reliable products, certified supply chains, and operational excellence by delivering expert guidance, compliance support, and continuous improvement—ensuring safer healthcare and smarter commerce for society.

04. Founder's Profile

Er. Mukesh Kumar Singh is the founder and driving force behind SSQI India Pvt Ltd. He is a distinguished professional in the fields of quality management, ISO standards consulting, and business process optimization. With an engineering background (B.E. in Electronics & Telecommunication), an MBA, and several professional certifications, he combines technical expertise with strategic vision.

05. Industry & Market Overview

The e-commerce industry in India is experiencing rapid growth, fueled by increasing internet penetration, smartphone adoption, and a shift towards digital shopping. This has expanded opportunities for medical device manufacturers and suppliers to reach healthcare providers and consumers directly through online platforms.

The medical devices sector is witnessing significant advancements driven by rising healthcare needs, technological innovation, and government support for “Make in India” initiatives. The demand ranges from basic consumables to advanced diagnostic and therapeutic equipment, with hospitals, clinics, and home healthcare segments contributing to market expansion.

Combined, e-commerce and medical devices offer a transformational solution—improving product availability, enhancing transparency, and enabling quick delivery even in remote and underserved regions. The integration of strict regulatory compliance and certified supply chains is critical for building trust and meeting safety standards in this competitive environment.

With a growing focus on quality, affordability, and accessibility, the market is projected to continue expanding, attracting new entrants and investments that will drive further innovation and impact in India’s evolving healthcare ecosystem.

06. Product & Service Portfolio

i. Certified Medical Devices:

A diverse range of high-quality, certified medical devices, including diagnostic equipment, surgical instruments, monitoring devices, consumables, and home healthcare products, sourced from reliable and accredited suppliers.

ii. E-commerce Solutions:

Online platforms and marketplaces designed to facilitate seamless ordering, payment, and delivery of medical devices to hospitals, clinics, and consumers, ensuring wide reach and convenience.

iii. Supplier Certification & Compliance:

Services to certify suppliers and their products as per international regulatory standards (ISO, CE, etc.), enhancing product authenticity, safety, and market trust.

iv. Process Improvement Consulting:

Expert consulting to optimize business processes, achieve lean and agile operations, and implement best practices in supply chain, inventory management, and digital integration.

v. Training & Capacity Building:

Comprehensive training programs, including awareness workshops, lead auditor courses, and staff upskilling, focused on medical device standards, quality management, and regulatory compliance.

vi. Documentation & Support Services:

Assistance with preparing technical documentation, regulatory filings, and compliance records necessary for product registrations and audits.

vii. Customer Support & Advisory:

Dedicated channels for customer service, technical guidance, and post-sales support to ensure satisfaction and long-term relationships in both e-commerce and healthcare sectors.

07. Target Market Segmentation (E-commerce & Medical Devices)

i. Hospitals & Clinics

Large and mid-sized hospitals, multi-specialty clinics, and diagnostic centers that require certified medical devices and reliable supply chains.

ii. Healthcare Professionals

Doctors, nurses, and medical technicians seeking quality products for practice, patient monitoring, and treatment.

iii. B2B Buyers & Distributors

Medical device wholesalers, distributors, and institutional buyers sourcing for bulk procurement and regional distribution.

iv. Home Healthcare Consumers

Individuals and families needing convenient access to home-use medical devices like blood pressure monitors, glucometers, and wellness products.

v. Rural & Semi-Urban Healthcare Facilities

Primary health centers, rural hospitals, and clinics in underserved areas requiring affordable, timely delivery of essential medical devices.

vi. Corporate & Industrial Enterprises

Companies focused on employee health and workplace safety looking to procure medical and wellness devices for their workforce.

vii. Government Agencies & NGOs

Public sector bodies and non-profits involved in healthcare outreach programs and bulk medical device initiatives.

By segmenting the market this way, SSQI India Pvt Ltd can tailor its products, services, and outreach to meet the unique needs of each group, driving higher value, compliance, and accessibility in the e-commerce and medical devices domain. and post-sales support to ensure satisfaction and long-term relationships in both e-commerce and healthcare sectors.

o8. Competitive Landscape

The e-commerce and medical devices sectors are highly competitive, featuring a mix of domestic and international players. The Indian ecommerce sector features a crowded field of over 60 consultancies offering quality and compliance services, driven by rapid digital growth and the need for ISO 9001 and data security standards. SSQI positions itself through specialized training and system implementation tailored for online platforms, focusing on process optimization amid high demand for efficiency and customer trust.

India's medical devices market emphasizes ISO 13485 compliance for quality management, with consultancies aiding regulatory submissions like FDA 510(k) and CE marking in a sector projected to expand global share significantly. SSQI supports startups and manufacturers with QMS implementation, risk management, and full certification projects, navigating complex regulations in this high-stakes field.

i. Competitive Edge:

A strong focus on certified supply chains, ensuring product authenticity and regulatory compliance.

Deep expertise in ISO standards and quality systems, positioning itself as a trusted advisor and certifier.

End-to-end solutions covering supplier certification, e-commerce enablement, and process improvement, which few competitors offer as an integrated package.

Commitment to education, innovation, and lean operations, delivering better value for hospitals, clinics, and consumers.

Targeting underserved markets (rural, semi-urban) and niche segments with affordable, timely medical device supply.

This strategic positioning enables SSQI to compete effectively while serving the complex needs of a fast-evolving market.

09. Certified Supplier Network

SSQI India Pvt. Ltd has developed a robust network of certified suppliers to ensure the authenticity, safety, and reliability of medical devices and related products offered through its e-commerce platform. Suppliers in this network must meet stringent international standards, such as ISO 13485 for medical devices, CE marking, and other regulatory requirements to guarantee product quality and compliance.

The selection process involves:

Rigorous supplier audits and assessment of manufacturing and quality management systems.

Verification of regulatory certifications and licenses.

Ongoing monitoring, performance tracking, and periodic re-certification.

Benefits of SSQI's Certified Supplier Network:

- i. Quality Assurance:** Customers receive safe, genuinely certified products aligned with global healthcare standards.
- ii. Compliance Confidence:** Hospitals, clinics, and distributors can trust that devices meet both Indian and international regulations.
- iii. Supply Chain Transparency:** Every stage, from sourcing to delivery, is traceable and transparent.
- iv. Risk Mitigation:** Reduced risks of counterfeit, substandard, or recalled products entering the market.
- v. Market Differentiation:** Enhances SSQI's reputation as a provider of reliable, high-quality medical devices and strengthens strategic partnerships.

By maintaining this network, SSQI enables healthcare facilities and consumers to make informed purchasing decisions and supports better patient outcomes through superior product quality.

10. Value Proposition

Certified Quality Assurance:

All products are sourced from rigorously vetted and internationally certified suppliers, ensuring genuine, high-quality medical devices.

i. Regulatory Compliance:

SSQI's expertise in ISO standards and regulatory certification guarantees that clients receive solutions meeting both Indian and global healthcare regulations.

ii. Integrated E-commerce Platform:

A streamlined digital marketplace offers convenient, transparent, and fast access to a wide array of medical devices and healthcare solutions.

iii. Reliable & Transparent Supply Chain:

End-to-end traceability and transparency in the supply chain reduce risks of counterfeit products and build customer trust.

iv. Cost Efficiency:

Lean operations, bulk procurement, and optimized logistics deliver value through competitive pricing and cost savings for buyers.

v. Market Reach:

Broad distribution capabilities allow SSQI to serve hospitals, clinics, and consumers—even in remote or underserved regions.

vi. Expert Consulting & Support:

Clients benefit from ongoing regulatory guidance, process improvement, documentation support, and personalized customer service.

vii. Continuous Innovation:

Commitment to R&D and adoption of the latest digital solutions keeps SSQI's offerings at the forefront of the industry, ensuring long-term value for customers.

This comprehensive approach makes SSQI India Pvt. Ltd a trusted, one-stop solution for quality, reliability, and efficiency in the e-commerce and medical device sectors.

11. R&D and Innovation

SSQI India Pvt. Ltd places strong emphasis on Research & Development (R&D) and continuous innovation to stay ahead in the competitive e-commerce and medical devices markets. The company invests in developing new products, improving existing solutions, and adopting the latest technologies to meet the evolving needs of healthcare providers and consumers.

i. Key elements of SSQI's R&D and innovation initiatives:

Product Development: Designing and sourcing advanced medical devices that offer greater accuracy, reliability, and user-friendliness for hospitals, clinics, and home care.

Process Innovation: Implementing lean methodologies and digital tools to streamline procurement, supply chain management, and online customer experiences.

Compliance Enhancement: Continuously upgrading products and documentation to meet updated ISO, CE, and national regulatory requirements.

Data-Driven Insights: Using analytics to assess market trends, product performance, and customer feedback—informing future product development and digital offerings.

Collaboration: Partnering with leading manufacturers, tech startups, and academic bodies to foster innovation and bring breakthrough solutions to market.

Training & Knowledge Sharing: Providing up-to-date training and education for internal teams, clients, and partners to ensure industry best practices and regulatory compliance are always met.

Through these focused R&D activities, SSQI drives quality improvement, market differentiation, and sustainable value for its customers in the healthcare and e-commerce domains.

12. Agile, Lean Operations

Agile, Lean Operations – SSQI India Pvt. Ltd (E-commerce & Medical Devices)

SSQI India Pvt. Ltd adopts agile and lean operational methodologies to maximize efficiency, reduce waste, and deliver rapid, customer-focused solutions in the e-commerce and medical devices sectors.

i. Agile Approach:

SSQI utilizes flexible project management techniques that allow teams to adapt quickly to market changes and customer feedback. This ensures faster product launches, responsive service, and continuous improvement.

ii. Lean Management:

By streamlining workflows, eliminating unnecessary steps, and optimizing resource allocation, SSQI minimizes operational costs and enhances quality. Lean practices enable speedier procurement, inventory management, and order fulfillment.

iii. Process Optimization:

Regular analysis and refinement of business processes—such as supplier onboarding, compliance checks, and logistics—ensure reliability and agility throughout operations.

iv. Digital Integration:

Automated e-commerce tools, digital documentation, and real-time analytics enable SSQI to enhance transparency and accuracy across its supply chain and service delivery.

v. Employee Empowerment:

Cross-functional teams are engaged in problem-solving and innovation, promoting a culture of ownership and accountability.

Adopting agile and lean operations allows SSQI to deliver cost-effective, scalable, and high-quality service, strengthening its competitive position and ensuring long-term customer satisfaction.

13. Environmental & Social Impact

SSQI India Pvt. Ltd is committed to making a positive environmental and social impact through its operations and products in the e-commerce and medical devices sectors.

i. Sustainable Sourcing:

Prioritizes suppliers who follow eco-friendly manufacturing practices and comply with environmental regulations, reducing carbon footprint and resource consumption.

ii. Ethical Supply Chain:

Enforces strict standards for transparency, fair labor practices, and ethical sourcing, ensuring products are manufactured responsibly and workers' rights are protected.

iii. Waste Reduction:

Implements lean processes and digital solutions to minimize material waste, packaging, and energy usage across its supply chain and warehouse operations.

iv. Access to Healthcare:

Expands distribution of affordable, certified medical devices to underserved rural and semi-urban regions, improving public health and supporting community wellness.

v. Training & Awareness:

Conducts educational initiatives for hospitals, clinics, and consumers on responsible product usage, safe disposal, and sustainability in medical device selection.

vi. Social Initiatives:

Partners with NGOs, government agencies, and local organizations to support health camps, donation drives, and community outreach programs.

Through these initiatives, SSQI demonstrates its dedication to sustainability, responsible business ethics, and broad societal benefit—driving positive change in both healthcare and commerce.

14. Funding Requirement & Allocation

SSQI India Pvt. Ltd seeks investment ranging from ₹50 Lakhs to ₹100 Crore to fuel growth and scale operations in the e-commerce and medical devices sectors. The funding will be utilized for:

i. Supply Chain Expansion (30%)

Building robust logistics, warehousing facilities, and expanding supplier networks to ensure reliable, timely delivery of medical devices nationwide.

ii. Technology Infrastructure (25%)

Enhancing e-commerce platforms, IT systems, digital security, and data analytics capabilities to support online transactions and improve customer experience.

iii. Research & Development (20%)

Investing in product innovation, process improvement, and compliance enhancements to maintain market leadership and meet evolving regulatory standards.

iv. Marketing & Outreach (15%)

Promoting brand awareness, customer education, and regional expansion through targeted digital and offline marketing campaigns.

v. Regulatory Compliance, Talent, & Contingency (10%)

Ensuring ongoing adherence to domestic and international standards, recruiting specialized talent, and maintaining reserves for unforeseen business risks.

Funding will be sought from Angel investors, Venture Capital (VC) firms, and Private Equity (PE) partners. This structured allocation ensures that capital is directed toward sustainable growth, competitive differentiation, and strong investor returns, with clear exit strategies and robust monitoring for transparency and accountability.