

Organized cos firm up ambulance play

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India's ambulance sector is seeing an upgrade with several start-ups and the state government not just working to address the deficit but also upgrading it by launching advanced ambulances.

For instance, Maharashtra's hinterland is set to get a key medical upgrade with the state government partnering with Sumeet-SSG—a joint venture between Pune-based Sumeet Group Enterprises's and Spanish emergency transport provider SSG Matrix—to deploy a fleet of 1,756 advanced ambulances.

Maharashtra is just one example and the ambulance sector is seeing a shift towards organized players and upgrades in the quality of service with key start-ups entering the segment.

The joint venture—with 51% investment from Sumeet-SSG and 49% from the Maharashtra government—will begin the roll out to implement its 'Maharashtra Emergency Medical

Services' 108 ambulance project before end-2024 and complete it by mid-2025.

"The fleet deployment is likely to be completed by mid-2025," Summit Salunke, vice chairman, Sumeet Group Enterprises, said.

India's ambulance services sector has been largely unorganized, however, it is steadily growing. The ambulance market is projected to grow at a 5.1% compound annual growth rate over the 2024-2028 period,

according to a report by consultancy Primus Partners.

But, the report noted that the industry still lacks specialized care services. Of the 17,495 ambulances that are opera-

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tional currently, only 3,441 are Advanced Life Support units. These units have advanced equipment for critical care of patients, like cardiac monitors and ventilators. Basic Life Support units make up a large part of the existing fleets, and focus on immediate care like cardio-pulmonary resuscitation.

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