

Meril to make knee replacement tech 66% cheaper

SOHINI DAS

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Meril, a Gujarat-based medical devices company, has launched an indigenously developed surgical robotic technology, MISSO, which will provide assistance to doctors during knee replacement surgeries in real-time.

It is expected to make these surgeries up to 66 per cent cheaper.

Banking on affordability, Meril aims to sell around 100 such robotic systems in the first year, and in three years, it plans to sell around 1,000 such units.

The company claimed that at ₹2 crore, MISSO is priced around 66 per cent lesser than the available robotic knee replacement systems in the Indian market.

Speaking to *Business Standard*, Manish Deshmukh, head of marketing, India & Global, Meril said that at present, around 200 knee replacement robotic systems are deployed across hospitals in India.

Knee replacement surgeries can come down by about 40-60 per cent, Deshmukh claimed, since the cost of acquisition of the robot has reduced for hospitals.

As such, the cost of essential consumables for the MISSO robotic system would cost ₹25,000 for every surgery,

less than ₹35,000 in the conventional robotic systems.

"Since the cost of the acquisition comes down for hospitals, and it can recover the costs faster, they are likely to pass on the benefits to the patients, who may now be able to opt for a knee replacement 40-60 per cent cheaper," Deshmukh told *Business Standard*.

This, however, would vary with hospitals. The cost of knee replacement surgeries

currently ranges between ₹1.5 lakh to ₹3.5 lakh.

Deshmukh reckoned that there is enough potential in Tier-II and Tier-III cities for

such precision surgical technology, and it can be tapped by Meril due to the cost advantage.

The number of knee replacement surgeries has been on the rise in the past few years, but the demand is still higher.

It is estimated that around 5,50,000 surgeries take place every year, while around 3.2 million patients need this surgery.

It took two years for Meril to develop the MISSO, which it now plans to expand to overseas markets in Asia, the EU, and the US.

There are plans to launch more applications – for hip or spine surgeries using the same platform.

The company is aiming to sell around 100 such robotic systems, priced at ₹2 crore, in the first year