

## Motorica strengthens India presence with appointment of Kavinder Beniwal as COO

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**Appointed to spearhead Motorica India's expansion and position the company as a leader in advanced prosthetics and rehabilitation solutions**



Motorica, a Delhi-based medtech company specialising in assistive technologies and medical cybernetics, has announced the appointment of Kavinder Beniwal as Chief Operational Officer (COO) of Motorica India. The appointment marks a key milestone in Motorica's expansion in the country, following the opening of its New Delhi office earlier this year.

Beniwal brings over two decades of sales leadership experience in the Indian medical devices industry, with a proven track record in driving revenue growth, market expansion, and customer engagement. He has successfully led high-performing sales teams, executed large-scale go-to-market strategies, and spearheaded product launches that significantly enhanced market penetration.

Throughout his career, he has built strong partnerships with healthcare providers, government bodies, and key opinion leaders, ensuring widespread adoption of advanced medical technologies. His expertise also includes leading tender-based sales, strengthening distribution networks, and driving brand positioning to establish long-term market leadership in India's evolving healthcare landscape.

In his role as COO, Beniwal will steer Motorica India towards a future where advanced prosthetics and rehabilitation solutions are widely accessible and meaningfully improve patient lives. By fostering innovation, building strategic collaborations, and shaping an inclusive healthcare ecosystem, he aims to position India as a hub for transformative mobility solutions and set new benchmarks in patient care.