

## What's Bosch's next move in healthcare space?

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In August 2014, Bosch launched its eye screening and detection system in Bangalore, developed primarily for the Indian market. The launch grabbed uncountable eyeballs across industries wondering about the company's decision to venture in to healthcare.

"As an organization mobility solutions and automotive are our major focus areas. We are already in the healthcare space through telemedicine platforms in the US and Europe. So our focus in India is to solve problems that are relevant to India, and not being concerned about what areas of business we are in. We believe we can bring in lot of technology practices that are relevant to the Indian market. So healthcare is our big focus area and you will see more innovations in the future," explained Mr Harsha Angeri, senior GM and lead, strategy and business development

The product is already available in the market and is priced at Rs 2.44 lakh, including the hardware and software components but excluding the algorithm.

The product has taken about 1.5-2 years to develop, according to Bosch.

When asked about the products' affordability factor, Mr Angeri said, "If you compare our product with what is available, this would be the most competitive price in the market. We have significantly changed the affordability equation."

The company acknowledged that it has both local and global competitors, who offer similar devices in various other forms.

The company's primary target includes individual practitioners ranging from ophthalmologists to general physicians. "Our strategy is to go to the mass market and appeal to individual practitioners. Secondly, we are talking to multiple major institutions who have been validating this device on their own in their settings," expressed Mr Angeri.

Talking about Bosch's future healthcare innovations, he added, "We want to bring in a portfolio of more products in this space. We will also look at other medical conditions in a broader way. We'll address them and announce when we are ready to launch."

Mr Angeri also said that the newly launched device will witness more features being embedded in to it and simultaneously bring down the device's cost. "We are also investing in technologies by adding additional features that will further enhance the way this device works," he commented.

Right now, Bosch doesn't have any intention to export the product. "Our focus is to address the problem in India. The issue is prevalent in other regions also. We want to first ensure that this product works in India, and then take the learnings and decide how to focus on other markets."