**Diagnostic Equipment B2B EWN**

**Sample** –

|  |  |  |
| --- | --- | --- |
| **S. No** | **FW centres** | **Sample Size** |
| 1 | Delhi | 8 |
| 2 | Lucknow |
| 3 | Ludhiana |
| 4 | Pune |
| 5 | Mumbai |
| 6 | Indore |
| 7 | Ahmedabad |
| 8 | Kolkata |
| 9 | Patna |
| 10 | Hyderabad |
| 11 | Chennai |
| 12 | Bangalore |
| 13 | Cochin |
|  | **Total** | **8** |

**Methodology** – Qualitative – IDIs

**Geography** – Pan-India

**Sample Size** – 8 (Qualitative)

**Target organization and designations for B2B conversations** -

1. Transasia / Roche / Abbott / Sysmex / Siemens / Mindray - CXO / Product heads
2. SRL / Thyrocare / Dr. Lal Pathlabs – Product heads / Country heads
3. Government officials involved in the IVD equipment / reagents tendering process.

**Topics of discussion** - Understand economics, trends, cost structure of equipment / reagents used in diagnostic lab / hospital in key modalities (Clinical chemistry, Immunoassay, Hematology, Urinalysis, Histopathology)

**LOI** – 45min to 60min

**Interviews will be on MS invite.**

Briefing Schedule: - 29th May 2023

Fieldwork Start Date: - 29th May 2023

Closure Date: - 4th June 2023

**Allot an EIC for the fieldwork.**