

## Healthcare textile firm MIP enters India

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**MIP Inc. has come to India after being in the business of reusable healthcare textiles for the last 40 years**



Global leader in reusable healthcare textile industry, MIP Inc., was launched in India recently by Tor Lund, President and CEO of MIP Inc. and Bollywood actor Ameesha Patel in Delhi.

MIP Inc. has come to India after being in the business of reusable healthcare textiles for the last 40 years. MIP started its journey in 1977 from Canada. It is a manufacturer and distributor of high performance textile and related products to healthcare facilities and distributors and outsourced laundry service providers. It has manufacturing facilities in Quebec, China and Germany. The brand is worth Canadian Dollar \$115 million.

Speaking at the launch, Tor Lund said, "This is an exciting time for MIP as the brand has experienced strong growth in revenue and market share across the globe. Having made our presence felt in Canada, US, UK and Europe, we felt this was an opportune time to enter the growing Indian healthcare sector. With a proud history of supplying quality products and providing outstanding service we have a long-term strategy for India. We wish our employees and stakeholders in India the very best."

Adding her views, Ameesha Patel, said, "I am happy to be here at the start of MIP Inc. India journey. It is a well-recognized brand and a leader in its segment and I believe that they will revolutionize the reusable healthcare textile segment in India."

On what motivated MIP to enter the Indian market now, Tor said, "The Indian health care market is growing rapidly and increasingly becoming more sophisticated and we have had the fortune of teaming up with a local team that has the passion, dedication, knowledge as well as shared values with the MIP culture. In addition, there seems to be an increasing need for high quality textile products that support the world class medical infrastructure and expertise that currently exists."

On what the brand hopes to achieve in its first year of operations in India, Tor added, “We hope to have our products used in 20 private as well as public hospitals and that these will serve as showcases and proof of concept for further growth in 2021 and beyond.”

The company now in India aims to power the healthcare segment with effective, affordable and quality healthcare textile products.