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Wipro GE Healthcare introduces B2B eCommerce platform in India

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To address the currently underserved tier II & III markets



Wipro GE Healthcare has launched its B2B eCommerce platform, the GE Shop, in India to enable the purchase of medical equipment online. This initiative is aligned to GE's vision of democratising access and unlocking better value in healthcare systems across all of India along with the commitment to supporting ease of business for hospitals.

The platform, which was first launched by GE Healthcare in the US, is designed to offer a depth of reach and a superlative customer experience.

Through the GE Shop, Wipro GE Healthcare aims to address the currently underserved tier II & III markets in India. Purchase of MedTech devices requires a considerable amount of research and in-depth product understanding.

The next-generation model is designed to solve the elementary issues faced by healthcare professionals and is configured to provide transparent and authentic information. The launch is an extension of GE Healthcare's online service delivery enterprise Service Shop, a unique e-commerce portal to order genuine parts and accessories and create or renew your service contracts online.

The platform currently offers popular pre-configured products, making it easier for the customers to choose the variant. Healthcare professionals can customise the products and choose add-on accessories to suit their needs.