

## Medikabazaar appoints Dinesh Lodha as Group Chief Executive Officer

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### Lodha joins Medikabazaar with over two decades of medtech industry experience



Mumbai-based startup Medikabazaar, India's largest B2B e-commerce marketplace for medical supplies, has announced the appointment of Dinesh Lodha as its new Group Chief Executive Officer (CEO).

With over two decades of experience in the medtech industry and a distinguished career marked by leadership roles across various sectors, Lodha brings a wealth of expertise to Medikabazaar.

Before joining Medikabazaar, Lodha managed large B2B and B2C operations in FMCG and healthcare sectors. He has worked with multinational, private equity-led businesses and large publicly listed Indian companies. His experience spans medical consumables category at Healthium & TI Medical, and equipment category at GE Healthcare and Samsung.

Regarded by the ecosystem for his ability to drive substantial growth and profitability, Lodha upholds a robust culture of compliance and customer success. He was pivotal in successful private equity transactions at Healthium and spearheaded significant profitability growth for the publicly listed B2C giant. His leadership also drove the transformation of GE Healthcare's supply chain operations.

Lodha's appointment comes at an opportune time with the healthcare market expanding multi-fold. Medikabazaar represents ~7% of the entire market opportunity which stands at \$11 billion and is poised for a strong growth in the future. Given the market opportunity and the company's growth trajectory, the company has expanded its global presence, targeting markets such as Dubai, Singapore, and China, and explore avenues of inorganic growth through strategic acquisitions.