

Leeford Healthcare commits Rs 200 Cr for expansion of ortho & mobility aids division

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Product portfolio will expand to 50 products by end of financial year 26-27, with 20 new product launches planned



Punjab-based Leeford Healthcare has announced a strategic investment of Rs 200 crore in the next three years to rapidly scale its Orthopedic & Mobility Aids division, signalling a major push into India's fast-growing preventive healthcare and rehabilitation market.

As part of this expansion, the company has unveiled action superstar and fitness icon Tiger Shroff as the Brand Ambassador for its orthopedic and mobility aids division and launched its nationwide campaign, 'Fit Raho, Hit Raho'.

India's orthopedic supports and mobility aids market is currently valued at Rs 2500 crore annually and is projected to grow to Rs 8000 crore by 2030, driven by rising lifestyle disorders, sports injuries, an ageing population, and growing awareness around preventive care. Leeford Healthcare's strategic investment will focus on manufacturing upgrades, new product development, digital-first marketing, clinical engagement, and deeper retail penetration across both urban and rural markets.

"From the total investment of Rs 200 crore, decent share of this investment will go for upgradation of our manufacturing facility for orthopaedic and mobility aids as we aim to strengthen the 'Make in India' initiative, with the remaining funds to be utilised for marketing, advertising & penetration in newer towns. We are also planning to expand our geographical spread across majority of pincodes in India," said Neha Gupta, Director, Leeford Healthcare Limited.

The company sees strong growth opportunities across both rural and urban India, with urban demand driven by lifestyle-related issues and rural demand led by ageing populations and access to affordable care. Growth is expected across both online and offline channels, supported by Leeford Healthcare's focus on expanding its digital footprint while leveraging its extensive offline sales and distribution network to outperform legacy players. The company continues to remain mass-market in pricing while delivering high-quality, clinically aligned products, ensuring access at scale.

The company offers 32 clinically aligned products, including lumbar belts, posture correctors, cervical collars, knee caps, wrist and ankle supports, and sports recovery aids. The portfolio will expand to 50 products by end of financial year 26-27, with 20 new product launches planned, aligned to rehabilitation, prevention, and sports wellness.