

“Creating dependable hardware capable of accurately capturing ECG signals is challenging”

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vTitan Corporation, a MedTech company focused on innovative healthcare solutions, has recently launched vCardio, a single-lead, wearable point-of-care cardiac monitor, entirely designed and manufactured in India, making vTitan one of the first companies in the country to deliver an end-to-end solution from hardware to cloud-based artificial intelligence (AI) analytics in the health-tech space. To find out more details about the product developed by the Tamil Nadu based company, and about the current developments taking place within the Indian Cardio MedTech market, BioSpectrum India spoke to Prasad Maganti, Chief Executive Officer, vTitan.



How do you assess the current state of India’s cardiac diagnostics and monitoring market, especially the country’s reliance on imported technologies?

The Cardiac Diagnostics market is well established with ECG machines which are mostly imported, while the monitoring market is still in a nascent phase. Current players in the market either rely on imported hardware and/or use AI analytics platforms from foreign players. The very fact that Indian players are attempting these kind of solutions is very encouraging and as time progresses, dependence on imported tech will reduce further.

The monitoring space itself is a massive market in India, which is largely unexplored. Therefore, vCardio can certainly play an important role in not only bridging this technological gap but also in making cardiac care more accessible and affordable.

What are the biggest challenges in building and scaling advanced cardiac monitoring devices in India?

Creating dependable hardware capable of accurately capturing ECG signals was our initial challenge. After overcoming that, we implemented AI to analyse the signals, extract meaningful insights, and validated the results against conventional algorithms to improve performance and efficiency. Lastly, we scaled the solution to suit various use cases, such as cloud and mobile platforms.

Where is AI realistically adding clinical and operational value in cardiac monitoring today, and where is there still over-expectation?

AI data sets for ECG signals are well established and performance is mostly above par and in few cases at par with the traditional methods. A key advantage of AI is its speed, enabling near real-time detection of cardiac events, which allows clinicians to act more quickly. Additionally, during extended monitoring periods of up to seven to ten days, AI-generated reports that provide event-specific snapshots and hourly summaries greatly reduce the time clinicians spend assessing a patient's overall status. However, due to the nature of point-of-care use, human supervision remains essential and is always integrated into medical AI systems as part of a review and approval workflow.

What are the key barriers to adoption of advanced cardiac monitoring technologies in Tier 2 and Tier 3 cities? And how does vCardio aim to bridge these challenges?

There are many factors at play here. Access and affordability are two major challenges in adoption of cardiac monitoring tech in Tier 2 and 3 cities and even more so in rural settings. Key barriers include limited access, high costs, and a lack of awareness about available solutions. Additionally, ease of use for the final point of contact in the healthcare chain plays a significant role. vCardio offers a user-friendly wearable device with minimal learning requirements. We are entering the market with competitive pricing, targeting Tier 2 and 3 cities and building a robust dealer network to drive adoption.

What are the core differentiators that make vCardio stand out from existing cardiac monitoring devices in the domestic and international markets?

Cardiac monitoring solutions involve numerous components, such as artifact-free signal capture and processing hardware, AI-driven analytics, and cloud or mobile integration. vTitan controls all three of these critical elements, offering a complete, end-to-end solution that sets it apart from competitors. This comprehensive ownership enables us to offer competitive pricing and deliver exceptional service to our customers.

How do you see India's cardiac devices and monitoring segment evolving over the next 3–5 years?

According to analyst reports, the global cardiac monitoring market is projected to grow from \$669 million in 2024 to \$1.71 billion by 2034, reflecting a compound annual growth rate (CAGR) of 7.8%. While specific data for India is unavailable, the rapid expansion of healthcare infrastructure in the country suggests it will capture a significant share of this growing market.

What are the major plans in store for the company in 2026? Any new launches in the pipeline?

We are deepening our product portfolio in each of the categories we are currently in, that is Infusion, Radiology, Respiratory, Urology and Monitoring space. We have quite a few product launches scheduled in 2026. We are also investing in expanding our dealer networks within and outside India.

What is the revenue target for FY 25-26?

Last year in 2023-2024, we registered more than 120% growth and this year also we've already crossed 100%. Given that we

are comfortably growing at more than 100% growth year on year, and we expect the same trend to continue over the next 5 years.