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MICK Digital enters medical devices distribution through AMTZ partnership

22 June 2026 | News

To market, distribute, and support AMTZ-manufactured medical devices and healthcare equipment



MICK Digital India, a wholly-owned subsidiary of Hyderabad-based MIC Electronics, has been empanelled as an authorised Channel Partner of Andhra Pradesh MedTech Zone (AMTZ), strengthening its healthcare technology portfolio and expanding access to indigenously manufactured medical devices across India.

The empanelment authorises MICK Digital to market, distribute, and support AMTZ-manufactured medical devices and healthcare equipment across hospitals, healthcare institutions, and government healthcare programmes nationwide.

As an authorised channel partner, the company will also be eligible to participate in government procurement opportunities through platforms and initiatives such as GeM, National Health Mission (NHM), and various State Health Missions.

Through this partnership, MICK Digital will distribute a broad portfolio of healthcare technologies, including critical care equipment such as ventilators, patient monitors, and ICU systems; dialysis and renal care equipment; surgical and operation theatre solutions; diagnostic imaging and laboratory equipment; hospital infrastructure products; and medical consumables.

The partnership marks a significant step in MICK Digital's expansion into India's fast-growing healthcare technology sector and aligns with the Government of India's vision of strengthening domestic medical device manufacturing under the Make in India and Atmanirbhar Bharat initiatives.

Incorporated in 2024, MICK Digital was established as the Group's dedicated commercial and solutions subsidiary, operating across Indian Railways, Electronics Manufacturing Services (EMS/SMT), Medical Electronics Distribution, and LED Lighting Solutions.

By extending the reach of indigenous medical technologies into Tier 2 and Tier 3 markets and supporting the adoption of Make-in-India medical devices, the partnership is expected to contribute to improved healthcare accessibility, stronger domestic supply chains, and reduced dependence on imported medical equipment.