



C-RAD strengthens its presence in India and South Asia

C-RAD establishes an office in Delhi, India to meet the growing demand for its positioning products in the South Asia region.

After C-RAD's rapid growth in China and other Asian countries, the company has now strengthened its presence in India. C-RAD will continue to support local distributors and partners but also work directly with key customers in India and the neighboring countries.

With a population of almost 1.4 bn inhabitants India is the second largest country in the world. Currently approx. 400 cancer centers are providing radiation therapy, with an installed base of approx. 650[1] linear accelerators. So far, the adoption of surface tracking technology is limited to a few centers. At the same time cancer case numbers are expected to grow from 1.39 million to 1.57 million new cases annually[2]. The National Cancer Registry Program 2020 projects the most common cancer sites to be breast, lung, and cervix[3].

In India the radiation therapy market has been among the fastest growing markets within this industry over the past years. The healthcare system is mostly driven by private healthcare providers.

C-RAD offers solutions that address the two major clinical challenges in radiation therapy today: supporting the quality of treatments through increased precision and increasing patient throughput by improving efficiency. Customers have implemented the C-RAD technology treating a range of indications such as breast and lung tumors.

"India has a very progressive and highly dynamic radiation therapy community. The market growth and the uncompromised strive towards best clinical outcome drives the interest in C-RAD's solution for high precision radiation therapy." says Tim Thurn, CEO and President at C-RAD AB, "With our technology and expertise we have the opportunity to make a difference for our customers but most important for the patients in need."

Local governments in the region have continuously increased their investments and created incentives to expand the capacity for cancer care.

"I am excited to join this amazing global team. Along with our distributors in the region, who have great experience in the field of radiation therapy we are confident to make Surface Image Guided Radiation Therapy the standard of care in India and neighboring countries." says Debabrata Bhowmick, newly appointed Sales Director at C-RAD.

[1] <https://dirac.iaea.org/Query/Countries>

[2] <https://www.thehindu.com/news/national/karnataka/indias-cancer-burden-to-touch-157-million-by-2025/article33971881.ece>

[3] Indian Journal of Cancer, Year: 2019; Volume: 56; Issue: 4; Page: 359-363; Radiotherapy in India: History, current scenario and proposed solutions

Press Release
23 June 2021 08:30:00 CEST



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About C-RAD

C-RAD develops surface-guided imaging solutions for radiation therapy to allow highly accurate dose delivery to the tumor, and at the same time, to protect healthy tissue from unwanted exposure. Using high-speed 3D cameras combined with augmented reality, C-RAD supports the initial patient setup process and monitors the patient's motion during treatment to ensure high confidence, an efficient workflow, and improved accuracy. C-RAD monitors the patient's motion without the use of tattoos or additional imaging dose, to deliver the highest level of patient safety and comfort.

C-RAD. Inspiring excellence in cancer treatment.

C-RAD AB is listed on NASDAQ Stockholm.

For more information on C-RAD, please visit <http://www.c-rad.com>

Attachments

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