

## India-UK CETA opens new opportunities for medical device trade

On 15th July 2026, the India-UK Comprehensive Economic and Trade Agreement (CETA), which came into force, laid the foundation for mutual recognition of regulatory clearances for medical devices between the two countries. The agreement stated that both nations would give positive consideration to accepting each other's technical regulations as equivalent, provided they met the importing country's regulatory objectives. It also required authorities to provide reasons if such recognition was denied and encouraged acceptance of product testing results from the other country.

Industry leaders welcomed the provision, noting that it could strengthen India's position as a global medical technology manufacturing hub and improve access to the UK market by reducing compliance costs, particularly in government procurement through the National Health Service (NHS). They also viewed the agreement as a potential template for future trade deals with other regions.

However, domestic manufacturers sought safeguards against third-country rerouting of products through the UK to benefit from lower duties. They urged strict enforcement of rules of origin and mandatory disclosure of both legal and actual manufacturers to prevent transshipment from undisclosed locations.

Industry estimates indicated that India exported medical devices worth around ₹1,190 crore to the UK in 2025, while imports stood at approximately ₹2,200 crore, highlighting the country's continued dependence on imported high-end medical devices.





## New heart guidelines expand Statin therapy use

On 20th July 2026, recently issued cardiovascular guidelines significantly changed the way doctors assessed heart disease risk and expanded eligibility for cholesterol-lowering statin therapy, according to studies published in JAMA. The recommendations, released jointly by the American Heart Association, the American College of Cardiology, and other organisations, shifted the focus from estimating a person's 10-year cardiovascular risk from age 40 to assessing long-term risk over several decades beginning at age 30.

Under the revised guidance, adults with a low 10-year risk but an elevated 30-year risk were recommended for statin therapy, replacing the earlier emphasis on lifestyle modifications alone for younger adults with high cholesterol. The guidelines also lowered target levels for low-density lipoprotein (LDL) cholesterol to 70 mg/dL for most patients and 55 mg/dL for those at high risk.

Researchers estimated that the changes would increase the number of Americans eligible for statins by 21.5 million, taking the total to 87.5 million adults aged 30 to 79 years. They noted that prolonged exposure to high LDL cholesterol increased the risk of heart attacks and strokes over time, although long-term clinical trial evidence in low-risk individuals remained limited. Experts advised patients to consult their doctors to weigh the potential cardiovascular benefits of early statin use against possible side effects and treatment costs.



## **BRICS health ministers strengthen global health cooperation**

On 24th July 2026, the 16th BRICS Health Ministers' Meeting concluded in Chandigarh under India's BRICS Chairship 2026, bringing together health ministers, senior officials, and public health experts to strengthen cooperation on shared health priorities. Held under the theme "Building for Resilience, Innovation, Cooperation and Sustainability," the meeting focused on strengthening health systems, promoting innovation, improving pandemic preparedness, and advancing Universal Health Coverage through collaborative efforts.

Addressing the meeting virtually, Union Health Minister Jagat Prakash Nadda highlighted India's healthcare reforms, including expanded healthcare access, digital public infrastructure, and improved service delivery. He emphasised the need for resilient public health systems and greater multilateral cooperation to address infectious diseases, non-communicable diseases, climate-related health risks, and emerging public health challenges. He also stressed the importance of strengthening the BRICS TB Research Network and expanding collaboration in medical product regulation, digital health, and vaccine research.

The meeting witnessed the release of several initiatives, including the BRICS GxP White Paper, the BRICS Compendium on Digital Health Architecture, and the BRICS Mission for Healthy Lifestyle Roadmap (2026–2029). India also announced the establishment of the BRICS Network of Centres of Excellence on Mental Wellness.

A key outcome of the meeting was the unanimous adoption of the 16th BRICS Health Ministerial Declaration, reaffirming member countries' commitment to pandemic preparedness, digital health, regulatory cooperation, mental health, research collaboration, and equitable access to medicines, vaccines, diagnostics, and medical technologies.





## ICMR unveils roadmap to tackle childhood obesity

On 27th July 2026, the Indian Council of Medical Research (ICMR) unveiled a roadmap to address the rising burden of childhood obesity after the World Obesity Atlas 2026 reported that nearly 4.1 crore Indian children were overweight or obese. Developed under the ICMR–National Institute of Nutrition (NIN)-led 'Let's Fix Our Food' initiative, the roadmap outlined a series of policy measures aimed at improving nutrition and preventing obesity among children.

The recommendations included mandatory front-of-pack nutrition labelling, restrictions on the marketing of unhealthy foods to children, healthier food environments in schools, improved nutrition literacy, and fiscal measures such as taxes on foods high in fat, salt, and sugar (HFSS). The report also called for stricter enforcement of existing FSSAI regulations that prohibit the sale and advertisement of HFSS foods within school campuses and within a 50-metre radius of school gates through regular inspections and stronger monitoring.

A pilot assessment conducted in private schools in Uttar Pradesh found that ultra-processed snacks and sugary beverages were widely available, while nutrition services and policy implementation remained inadequate. The report noted that the absence of a legally recognised definition of HFSS foods had weakened regulatory enforcement. It also warned that India could account for over 11% of the global childhood obesity burden by 2030 if current trends continued, with unhealthy diets contributing significantly to the country's disease burden.

## White paper calls for wider access to fertility care

A white paper released on World IVF Day (25th July 2026), recommended a series of policy reforms to improve access to infertility treatment and make fertility care more affordable in India. Titled *Beyond the Burden of Infertility in India: Towards Reproductive Equity through Mission Fertility 2.1*, the report was unveiled at the 7th India IVF Summit and proposed insurance reforms, a fertility benefit package under Ayushman Bharat-PMJAY for economically vulnerable couples, workplace fertility benefits, and increased public financing.

The paper called for recognising infertility as a core reproductive health condition, expanding awareness through ASHAs, schools, and workplaces, strengthening focus on male fertility, reducing waiting periods in private insurance, improving reimbursement under CGHS and ESIC, and promoting public-private partnerships. It also highlighted successful public financing models adopted by Goa, Sikkim, and West Bengal.

The recommendations came as India's total fertility rate had fallen below the replacement level of 2.1, while an estimated 3.5 crore couples faced infertility, and only around 42 lakhs were able to access treatment. Experts at the summit stressed that despite significant advances in assisted reproductive technologies and the growth of IVF centres across the country, affordability, awareness, and timely diagnosis remained major barriers. They emphasised the need for coordinated policy support to ensure equitable access to quality fertility care for all couples.





## Study highlights India's organ transplant gap

On 29th July 2026, a study published in The Lancet Regional Health–Southeast Asia found that although India performed the world's third-highest number of organ transplants, it met only a small fraction of the country's actual demand. The study estimated that nearly 3.9 lakh kidney, liver, heart, and lung transplants were required in 2021, with the annual need projected to increase to 4.63 lakh by 2040 due to population ageing and the rising burden of chronic diseases.

Researchers reported that only 7.2% of the required kidney transplants, 1.5% of liver transplants, 1.2% of lung transplants, and 0.2% of heart transplants were performed in 2021. Using Global Burden of Disease estimates, transplant registry data, and demographic projections, the study also found that the need for liver transplantation exceeded that for kidney transplantation, reflecting India's growing burden of chronic liver disease.

The study highlighted significant regional disparities, with Maharashtra, Tamil Nadu, Delhi-NCR, Kerala, and Telangana accounting for the majority of transplant procedures despite representing less than one-third of the population. It also found that about 82% of transplants relied on living family donors and identified a gender imbalance, with women receiving fewer organ transplants despite constituting a large proportion of living donors. The authors called for stronger healthcare policies and expanded transplant infrastructure to bridge the widening gap between demand and access.



### **About Avian WE's Healthcare E-Newsletter:**

The content for this newsletter is sourced from news and information available in the public domain, in industry reports and as reported by mainline media.

**Contact us:** For any questions or feedback, please write to [AvianWE-Healthcare@avianwe.com](mailto:AvianWE-Healthcare@avianwe.com)